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25 MAY 1915

COMMERCIAL MILWAUKEE

19 13

YEAR BOOK
OF THE
MERCHANTS
AND
MANUFACTURERS
ASSOCIATION

BURDICK & ALLEN, MILWAUKEE

FAIRBANKS-FREY ENG. CO. MIL.

1st 1st

FIRST NATIONAL BANK OF MILWAUKEE
1st
NATIONAL BANK CHARTERED IN WISCONSIN

The Stockholders of this Bank own all the stock of the First Savings & Trust Company and have elected the same directors for both institutions.

The consequent co-operation makes it possible to offer all Wisconsin banks a most complete organization, capable of meeting every need for banking or trust company service.

The First National Bank of Milwaukee

1st 1st

A Million People Wear—

FAMOUS
Holeproof Hosiery
FOR MEN WOMEN AND CHILDREN

THEY buy them for style and consider the long wear as merely an extra advantage.

15 Colors, 4 Weights, 4 Grades

$1.50 to $3.00 a box

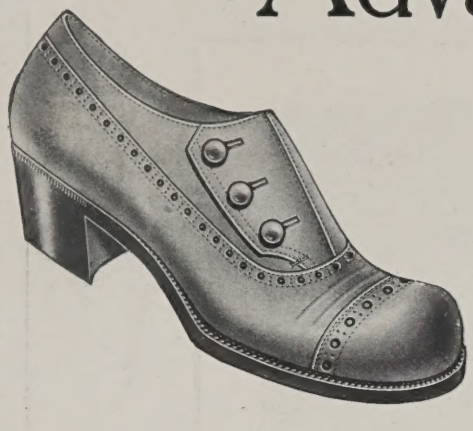
Guaranteed to wear six months or you get new hose FREE.

Silk Holeproofs, too, for men and women; 3 pairs guaranteed three months.

For Sale in Milwaukee at

GIMBELS

Advanced Style



It takes brains and an organization to produce good shoes, the sort that are strong in selling points and have the requisite style and wearing qualities. We have them both, and the ability to use them as our productions testify. **"BEALS"** shoes and **"SQUARE DEAL"** shoes are reputation builders for the store handling them, — shoes that secure trade and retain it. Test out these statements and if you don't find best design, best leather, best workmanship, best finish, — best of everything, — you'll be the exception. You can utilize the Parcel Post to bring you samples of our specials for 1913. They will please you and delight your customers. Write to-day and you will be a day farther from shoe anxiety.

Beals & Torrey Shoe Co., Milwaukee, Wis.

Manufacturers

FRANKLIN P. BLUMENFELD
President
of The Merchants and Manufacturers Association

WHOLESALERS AND MANUFACTURERS

DIRECTORY

YEAR BOOK

MERCHANTS AND MANUFACTURERS ASSOCIATION
MILWAUKEE

1913

A COMPREHENSIVE LIST IN CLASSIFIED FORM OF
MANUFACTURING AND WHOLESALE CONCERNS IN MILWAUKEE,
TOGETHER WITH
STATISTICS SHOWING ANNUAL VOLUME OF
BUSINESS

BURDICK & ALLEN, PRINTERS, MILWAUKEE

THE STATE AND MILWAUKEE

William George Bruce

WHAT are the true relations between the metropolis and the hundreds of smaller cities and villages of the state? What should be the attitude of Milwaukee towards the smaller units of population located within the borders of Wisconsin? These questions may well become food for a moment's reflection.

The state is a political unit, binding an entire population by a constitution and a series of laws. This bond also has its material and moral aspects. It has its social and educational phases. It teaches that the progress and the welfare of every section of the state is in part dependent upon the progress and welfare of every other section.

The small city must absolve its obligations, social, moral, and political, to its own people and to its contributory surroundings. It owes a duty not only to itself but to an entire state. This holds good with every community.

The metropolis of the state is held to that duty in a relatively larger sense. It is concerned in the welfare of every population unit of the state. It not only is obligated to set standards but it should maintain a helpful, co-operative attitude. The inter-relation between Milwaukee and the several cities and villages of Wisconsin, commercial and social, is so close and so intimate, that the former must necessarily be deeply concerned in the welfare of the latter.

Thus Milwaukee wants to see every farmer prosper, every merchant thrive, every manufacturer be he in city or village, succeed, in order that Milwaukee may prosper, thrive and succeed. Their interests are reciprocal, mutual and inseparable.

COM
1913

Home of Merchants and Manufacturers' Association of Milwaukee—Germania Building

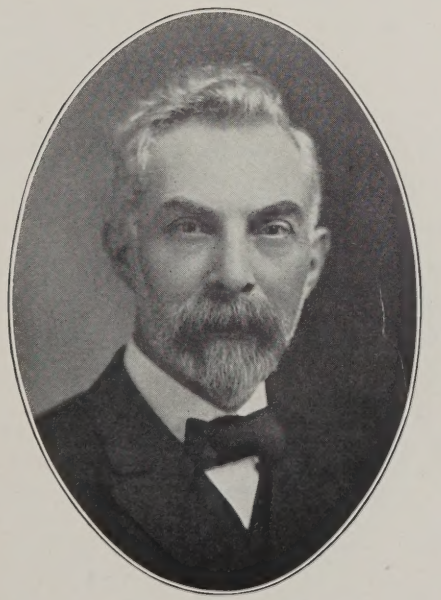
Milwaukee as a Commercial City

Harbor: It has the best harbor on the Great Lakes and is one of the leading ports of the Great Lakes in point of registered tonnage entering and clearing. It originates the largest tonnage of any city on C., M. & St. P. Ry. system of 8,721 mileage; second largest on C. & N. W. Ry. system having 9,665 mileage. Railway belt line now completed and in operation.

Coal: The coal receipts are greater than those of any other lake port. One per cent of all the coal mined in this country is received at the Milwaukee port.

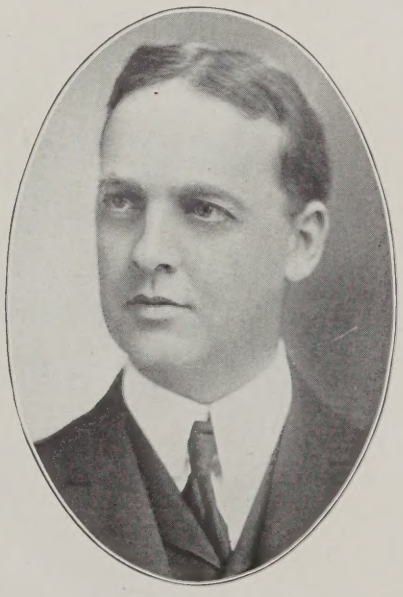
Jobbing: The jobbing and wholesale houses have extended their trade from ocean to ocean. Hundreds of varieties of goods, domestic and imported are sold and distributed to the northwestern country and Canada, and in part to the South and the East.

Insurance: Has the fourth largest life insurance company in the world. It also has several important fire insurance companies.



WM. GEORGE BRUCE
Secretary

FRED W. ROGERS
Vice-President



ROBERT L. FROST
Assistant Secretary

5 Je 15 DIRECT GIFT 6/3, 19 Smithsonian.

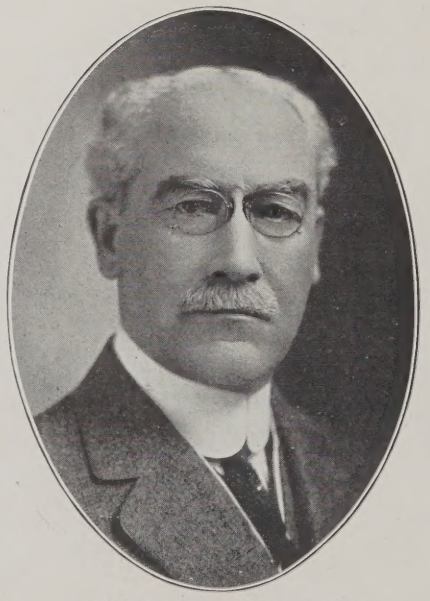
WILLIS L. CHENEY
Treasurer

NATHAN GLICKSMAN
Director

Conventions: It has an Auditorium costing $1,100,000.00, inclusive of the square of ground on which it is located, far superior to anything of its kind in the country, capable of accommodating the largest national conventions. Besides it is equipped with five smaller model convention halls accommodating in an ideal manner the average convention coming to the city.

Health: Figures furnished by the Health Departments of other cities, show conclusively that Milwaukee has the lowest death rate of any of the larger cities of the United States. Its total death rate in 1912 was 12.32 per 1,000 of population. Its drinking water is drawn direct from Lake Michigan.

Homes: Is essentially the "city of homes." Second to no other city as a place of residence afforded by the elevations which surround the city. The percentage of laboring people who own their homes exceeds that of any other city of the Union. It has no congested slum or tenement districts.



WILLIAM MacLAREN
Director

A. T. VAN SCOY
Director

GEN. OTTO H. FALK
Director

ROBERT H. HACKNEY
Director

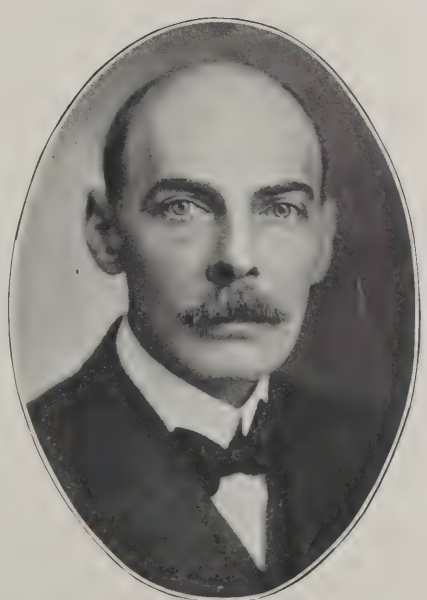
Parks: The park system is the admiration of all visitors. Every section of the city has its own park. Its residence streets are especially beautiful, many being over-arched with maple and elm trees.

Resorts: Within a few minutes ride Whitefish Bay, the most beautiful resort on Lake Michigan, is reached. Within fifty minutes ride the famous Waukesha Springs is reached. Within two hours hundreds of Wisconsin's most beautiful lakes are reached. Trains and suburban cars at all hours.

Milwaukee as an Industrial City

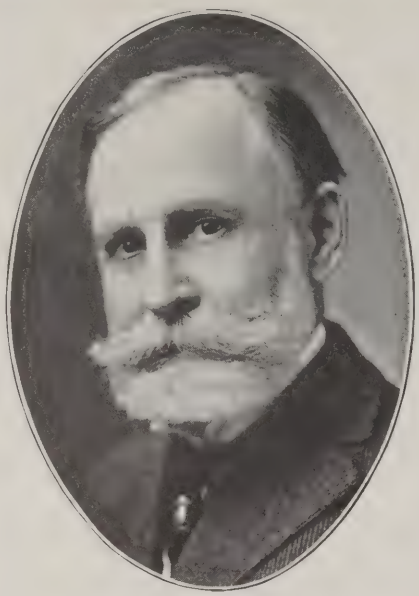
The value of the year's production (1912) for the ten leading industries was as follows:

1.	Iron, Steel and Heavy Machinery	$37,783,943
2.	Packed Meats	27,350,000
3.	Leather and Tannery Products	26,185,228
4.	Beer and Malt Tonics	22,885,681



ALBERT FRIEDMANN
Director

WM. C. MIDDLETON
Director



ELTINGE ELMORE
Director and Chairman,
Retail Merchants' Division

JOHN L. KLINGLER
Director and Chairman,
Jobbers Committee

5. Building $17,777,329
6. Agricultural Implements 12,000,000
7. Boots and Shoes (Factory)..... 11,796,000
8. Electric and Telephone Supplies..... 11,000,000
9. Flour 7,647,372

Followed by 74 other important industries, aggregating a total production of $388,219,278 last year, giving employment to 138,738 men.

Machinery: It has the largest machinery construction shop in the world.

Car Works: The third largest locomotive and car works in the United States.

Tanneries: Its tanneries are the greatest in the world.

Enameling: It is the largest tinware and enameling producer, and has the largest single enameling plant in the world.

Breweries: It has the largest breweries in the world.

CHARLES N. TURNER
Chairman, Transportation Committee

HON. PAUL D. CARPENTER
Chairman, Legislative Committee

AUGUST H. VOGEL
Chairman, National Affairs Committee

ANDREW D. AGNEW
Chairman, Civic Committee

Flour: Its flour output is the second largest in the United States.

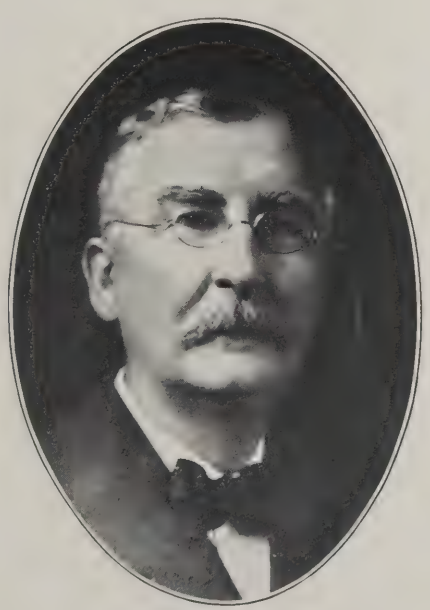
Saw Mills: It manufactures 75 per cent of the heavy saw mill machinery made in the United States.

Dredging Machinery: Milwaukee machinery dug the Panama Canal.

Milwaukee—The Great Lakes and Rail Center

Industrial. The ninth largest in the list of manufacturing centers of the United States. A skilful, industrious and peaceful labor constituency. The supply of raw material at convenient proximity; fuel at low rates; the finished product shipped economically to the four ends of the world.

Commercial. The metropolis of Wisconsin, one of the most resourceful states in the Union. The great receiving and distributing center for the agricultural, lumber, mining and dairy products of the state. Ranks eighth in American cities on exports; fourteenth on imports.



DR. NELSON P. HULST
Chairman, Public Charities Committee

JAMES K. ILSLEY
Chairman, Currency and Banking Committee

CARL ENGELKE
Chairman, Membership Committee

AUGUST REBHAN
Chairman, Insurance Committee

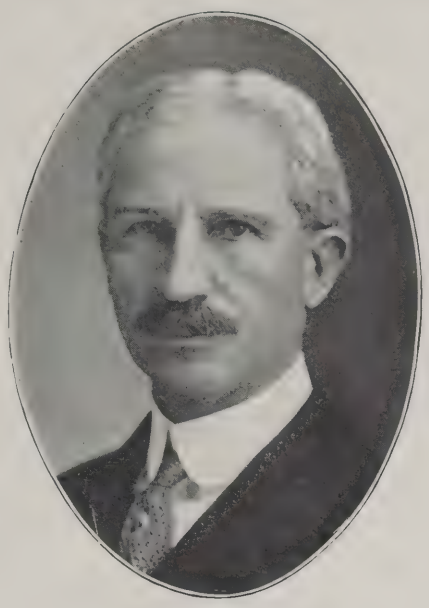
Shipping. The largest receiving port and one of the greatest land and rail exchange points on the Great Lakes, connecting the water route to the East with the rail lines to the West and Northwest. The inner harbor consists of three large rivers, the Milwaukee, the Kinnickinnic and the Menominee, all affording twenty miles of dockage and ample connections with railroad warehouses and manufacturing plants.

Civic. The most orderly and law abiding city in the nation, having a smaller percentage of crime and vice than any other. It has the lowest death rate, making it the most healthful city in the United States. The last annual report of the Health Commissioner declared Milwaukee to be "a community free from epidemics, pestilential or contagious diseases."

Educational. The standard of its school system is the highest. It maintains a great university, several colleges, and is the first American city to maintain well equipped schools of trades, two academies, the State Normal school, in connection with the public schools.

E. J. HUGHES
Chairman, Auditing Committee

S. M. CANTROVITZ
Chairman, Manufacturers' Committee



OLIVER C. FULLER
Chairman, Reception Committee

THOMAS J. PRINGLE
Chairman, New Industries Committee

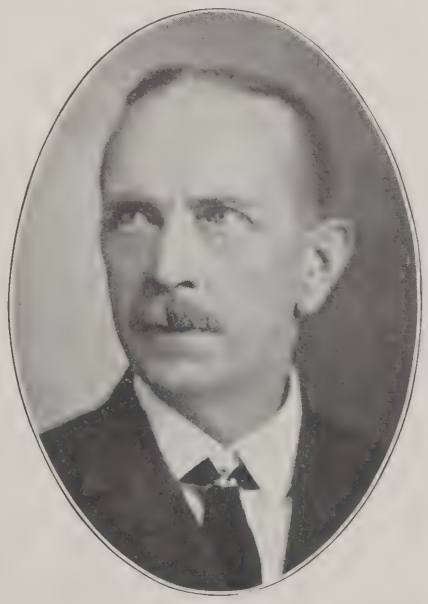
Milwaukee Facts and Figures

Population, 400,000 (eleventh largest city).
Area, 24¼ square miles.

Total number of manufacturing plants	3,068
Total number of employees	138,738
Amount of wages paid 1912	$ 75,220,134.00
Amount of capital employed	260,566,995.00
Value of year's production, 1912	388,219,378.00
Bank assets for 1912	109,898,442.31
Coal receipts, 1912	4,500,000 tons
Total Savings Deposits for 1912	16,854,236.40

Bank Clearings for 1912, $728,760,993.88. Increase over 1911 was $32,028,214.73.

C. H. KELSEY
Secretary, Legislative Committee



A. M. CAMPBELL
Secretary, Traffic Bureau

JAMES A. FETTERLY
Manager, Credit Bureau; Agent, Investigation Bureau, and Secretary, Retail Merchants' Division

WM. LUEBKE
Assistant Manager, Credit Bureau

Wheat receipts, 1912, 9,815,999 bushels.
Total grain receipts, 1912, 49,155,115 bushels.
Post office receipts for 1912, $1,747,756.60.
Automobile mail delivery and collection.
Park area, 893 acres.
Public Library and Museum, 906,281 volumes and specimens.

Street car mileage, 142 miles; interurban, tributary to Milwaukee, 227 miles. Principal street railway carried 132,000,000 passengers in 1912, an increase of 5,000,000 over 1911.

Location. Milwaukee is the metropolis of Wisconsin, one of the largest and most productive agricultural states in the Union. It is located on Lake Michigan and has one of the best harbors on the Great Lakes. It lies eighty-five miles north of Chicago and three hundred miles east of St. Paul and Minneapolis. It lies between the commercial East and the agricultural Empire of the West.

Public Utilities. The rates for water, gas and electric power and light are most reasonable. The city administration maintains a helpful attitude towards all industrial enterprise. The police and sanitary protection is efficient. The fire protection is also excellent and consequently insurance rates are low. Street car facilities are adequate in that they penetrate all sections of the city. The newer factory districts are immediately adjacent to the city, enjoying all the city conveniences.

Healthful Homes. The commercial and manufacturing interests are located in the central and valley sections of the city, while the home districts are located upon the elevations which surround them. The drainage is perfect. The water supply is taken from Lake Michigan which compares favorably with the waters which come from the Waukesha and other famous springs. The water rates are exceedingly low.

Made in Milwaukee. The manufactured products of Milwaukee enjoy a prestige throughout the United States, largely because of the fact that every manufacturer here has stood for high standards of production and honorable business methods. This policy has been beneficial to the entire industrial interests of the city. The prestige thus created has in itself been an asset. Besides this a friendly, co-operative spirit among manufacturers has been mutually helpful.

Opportunities in Wisconsin

By

Franklin P. Blumenfeld

PRESIDENT MERCHANTS AND MANUFACTURERS ASSOCIATION

The young man who plans a life career wants some assurance that he has chosen the most favorable locality or section of country for his activities. He wants to feel that these are applied with a reasonable prospect for success; that he may be afforded the opportunities which are open to other young men of other sections of the country, and that honest efforts, energy and industry are rewarded here as elsewhere in proportion to their intrinsic value.

If locality and environment are factors in the attainment of success then it may be well for the young men of Wisconsin to contemplate briefly the opportunities and possibilities which their own state affords. Is the state productive from an agricultural point of view, does it afford commercial opportunities, does it present industrial possibilities? These are the essential questions that should be asked and it is to these questions that I desire to direct a brief discussion.

An Agricultural Marvel

In estimating the commercial and manufacturing possibilities of any given section of the country it is well to look to some extent at least to the primary industry—namely, agriculture. This is the great basic industry upon which all other industries must draw their sustenance.

Wisconsin is primarily one of the great agricultural states of the Union. It leads the entire country in its dairy products and makes a remarkable showing in many of its farm productions. Its mines and forests are most resourceful.

The power of the state in producing wealth out of the soil, places it at once among the most important and most prosperous commonwealths in the Union.

Industrial Prospects

The economic changes which have from time to time been experienced by the state have led to the realization that certain sections may have manufacturing as well as agricultural possibilities. Wisconsin's agricultural productivity has been brought to a high state of efficiency. Much has been accomplished and much remains to be accomplished; but it is, nevertheless, true that the larger possibilities lie in the direction of industrial rather than agricultural growth.

This statement is susceptible of explanation. Farm production may yet be increased a hundred fold. Eight million acres of fertile land lie practically idle. But to put them under the plow would require an enormously increased farmer population. This will take time—in fact, much time.

In the meanwhile the population of the cities—or rather the industrial army of the cities is increasing at a rapid rate—and in part, at least, at the expense of the rural population.

Thus, Wisconsin must secure her second growth through the development of her manufacturing interests. She must avail herself of the general tendency to locate the manufacturing interests of the country in the middle west. She is in duty bound to foster the prosperity of her people. She is entitled to her share of that industrial rise which is now experienced in the north central states.

And why not? The state enjoys a commanding location. She is located at the head of the Great Lakes with direct water route to the East. She is the gateway to that marvellous Empire which spreads out to the West and Northwest. She is near the supply of raw material, and can bring in fuel by way of the water routes at reasonable rates, and can reach promptly the great markets with her finished products.

Wisconsin has the brains, the enterprise and the energy to avail herself of her own opportunities. She has vision and constructive ability. Thousands of successful manufacturing enterprises give testimony of this fact. Her products now go to all parts of the United States and to many parts of the world. They bear the stamp of character and honesty.

But, huge as the industrial interests of the state have grown, they are susceptible of greater growth, greater development, greater achievement. They are but the beginning to an era in the activities of the state which will utilize in the largest measure the advantages which the state enjoys, not only in the possession of a commanding geographic location, but also in the manifold forces, natural and acquired, which are at her service.

Thus, prospectively speaking, much is in store for the further economic development and material prosperity of the commonwealth of Wisconsin.

Commercial and Financial

If the state has great agricultural achievements to her credit, and greater achievements are in prospect, and if the industrial possibilities may be anticipated with a reasonable certainty, then it only follows that the commercial, financial and shipping interests will grow likewise. After the producer and preparer follows the distributor. After farming and manufacturing follow commerce and trade. The more productive the one, the more active the other.

Thus, an economic foundation is assured. The Wisconsin farmer not only finds a ready market among the two and one-half million people of his own state, but he also finds a ready demand in the great population centers of the surrounding states, in the eastern cities and in Europe. The dollars which roll into the farmer's exchequer ultimately find their way through the channels of commerce and trade. The farmer must have the products of the mines and the mills, of the workshop and the store.

Here it also logically follows that with the state's continued growth agriculturally and industrially it will also become a great distributing center. Jobbing and wholesaling, banking and shipping will grow proportionately. The same enterprise and industry which guide the primary industries will be applied in directing the forces of distribution. The commercial relations which link the state to all other states will be strengthened. The trade territory which Wisconsin jobbers have already conquered will be widened and extended with each succeeding year.

Thus, reverting to the introductory paragraphs of this article, it is safe to conclude an answer in the affirmative; to hold that the state enjoys not only exceptional opportunities, but that she has the ability to grasp these opportunities; that she possesses men of action who will develop the natural and acquired resources to their fullest possibilities, advancing with the general march of progress and continuing to promote the prosperity and happiness of all her people.

The Metropolis and the State

By

John L. Klingler,

CHAIRMAN JOBBERS COMMITTEE

MERCHANTS AND MANUFACTURERS ASSOCIATION

One of the peculiar phases which develops in a comparison of the several states that go to make up this great nation, relates to the subject of co-operation and state pride. Some of the states are distinguished for the great loyalty manifested in all that pertains to their advancement and prestige, while others are afflicted with an indifference that borders on disloyalty.

States in the East point to their history, states in the South to family achievement, states in the West to economic possibilities. In each there is a community of interest, a co-operation among the several localities, a unity of purpose and action. The smaller centers of population are proud of the larger while the larger prides itself upon the smaller. The achievements of the cities, towns and villages are regarded in their collective importance as the achievement of a whole state.

A Few Timely Questions

Does Wisconsin possess a sufficient state pride? Does Wisconsin manifest a proper co-operative spirit? Are we really proud of the state's achievement in the several lines of human activities? Or, is our pride merely local and provincial, or perhaps only individual and selfish? Do we fully appreciate the fact that the smaller cities of Wisconsin are among the most prosperous, most beautiful in the land? Do we realize that the metropolis of the state occupies a proud place among the progressive cities of the nation?

These are apt and timely questions which every Wisconsin man may well ask himself. They are questions worthy of the thought and reflection of our best constituency. I do not pretend, within the compass of a brief discussion, to answer them, but I do mean to point out the value and importance of greater cohesion on the part of the several factors that go to make for a strong and prosperous commonwealth.

At each session of the legislature there comes to the surface a feeling of animosity towards the metropolis of the state. Some of the legislators permit this prejudice to guide them in matters affecting the welfare of the largest city

of the state. This is not only narrow and unfair, but it is unjust as well. Milwaukee is an integral and inseparable part of the political, economic and social life of the state. It is bound by tradition and mutual ties to every other population unit within the borders of the state.

Patronizing Home Merchants

The good citizen who aims to express in a substantial manner a degree of local patriotism must patronize his home merchant. The latter has a just claim upon such local patronage as he is able to serve. No citizen who runs off to the larger cities to make his purchase can lay any claims to being either loyal or true to his town. All things being equal he should give preference to the home merchant. This is only fair and equitable.

The home merchant pays taxes into the local treasury, he employs people all the year round, maintains a family and residence and stakes his fortune and future with his fellow townsmen. His profits remain in the town. He and his family are a factor in the commercial and social life of the community. He shares their joys and their sorrows, he must rise or fall with the fortunes or misfortunes of his town.

In fact the local merchant is an important part of the community itself. He is a factor that must be looked for in prosperity, stability and prestige. Self interest as well as sentiment therefore make it incumbent upon every loyal citizen to patronize to the fullest extent his home merchant.

The Citizen of the State

If this be true, then it also logically follows that what applies to the smaller unit of population applies also to the larger unit of population. What applies to the cities, towns and villages, applies in a larger sense to the state itself. It has an identity to preserve and protect. It has a community interest which covers the entire commonwealth. The citizen of the village is also a citizen of the state. If he owes duties to his immediate locality, he owes a duty also to the whole state of which he is a citizen.

Thus, it may reasonably be assumed that the local merchant, who makes just claim to local patronage, should in turn give preference to his state. If it is a good thing to keep money circulating in your home town it is also a good thing to keep it circulating within the state.

If it is proper that the retail customer patronize his home merchant, it is also proper for that home merchant in time to patronize the jobbers and manufacturers of his home state. The duty which devolves upon the one is equally binding upon the other. Loyalty begets loyalty, and he who would bring about an era of deserving home patronage must stand ready to set an example in a practical way.

The Claims of the Metropolis

Milwaukee is not only the great metropolis of a great state, but she possesses elements of merit and achievement which entitle her to the good will of every part of the state. She is inseparably linked to the political, material and moral welfare of all the people. Milwaukee has reached a commercial and industrial importance which is a big fraction in the commercial and industrial importance of Wisconsin. The large center is an essential to the smaller centers just as these in turn are an essential to the scattered rural population. All perform their definite and distinct function in the economic fabric of the state.

Thus, reverting back to the general proposition I have advanced, Milwaukee is entitled to the patronage of every Wisconsin city and village, providing she can measure up on price and quality with other large commercial centers. If her manufacturers and wholesalers present an article that is honestly made, at a price that is fair and reasonable, coupled with business methods that are honorable, she is entitled to consideration at the hands of the local retailer. The Wisconsin town that patronizes Milwaukee for the things she needs is not only adding to the thrift of the state as a whole, but is demonstrating a loyal and progressive citizenship.

Why Patronage is Deserved

In this connection it may not be amiss to point out why Milwaukee has assumed its present standing and prestige as a great industrial and commercial center. It cannot be denied that nature did much to enhance the prosperity of the metropolis. But there was something besides the natural advantages which were found here. That something consisted of the character of the men who laid the foundation for her manufacturing and business enterprises.

The manufacturer who produced an article breathed into that article his character and his honesty. He believed in solidity rather than shoddyism; he was inherently a man of integrity rather than a mere opportunist; he built upon honor rather than mere expediency and greed.

"Made in Milwaukee" is not and never was an idle phrase. Behind these words stand those qualities which imply the highest and best conceptions of business integrity and business honor. They are in themselves a guaranty that the goods contain honest material, are carefully and well made and are sold at a reasonable price. They spell merit and reliability as to substance, production and sale. It is because the phrase has assumed a fixed meaning that it has also assumed a fixed value.

There is then every reason why the merchants of Wisconsin should stimulate a state pride—a pride in the achievements of the past and the possibilities of a future; a hopefulness that the great state may round out her own opportunities, add to her material and moral strength and uphold the prestige and honor so well won and achieved.

City Hall

Milwaukee from the Bay

East from City Hall

First National Bank

Looking West from Court House

Looking South from Court House

Interior Marshall & Ilsley Bank

East from Telephone Building

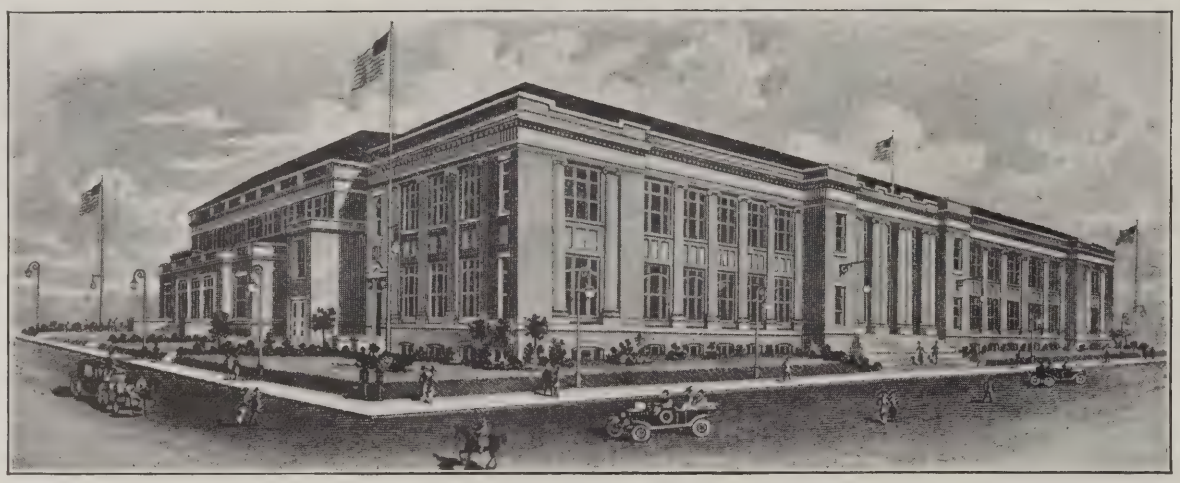
Fourth Ward Park

Merchants and Manufacturers Bank

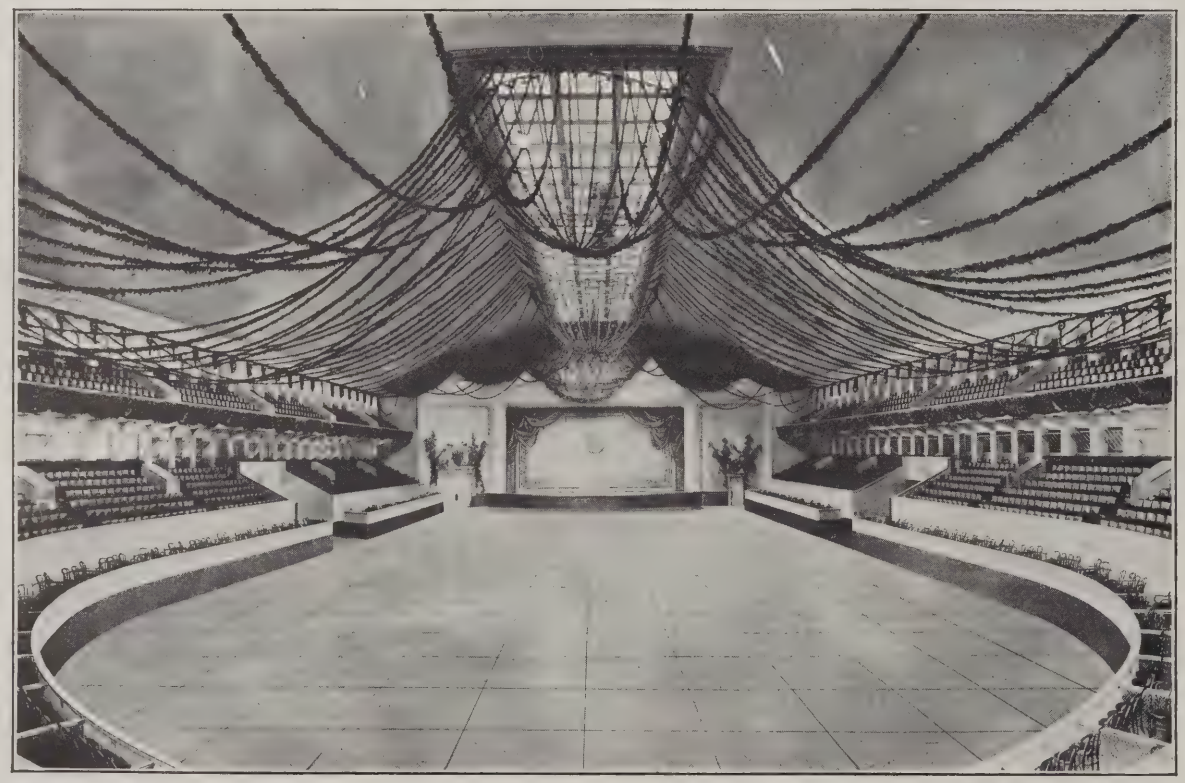
New Home of the Second Ward Savings Bank

Interior of Second Ward Savings Bank—Opening Day, Feb. 3, 1913.

WELLS BUILDING



Auditorium



Interior of Auditorium

Interior Alhambra Theatre

City Hall from Michigan Street

Milwaukee Yacht Club

Berlin Arcade

Juneau Park

GAYETY THEATER

LEFLY BLDG.

Majestic Building

Water Tower Park

Soldiers' Monument

Public Library and Museum

WASHINGTON PARK—GOETHE-SCHILLER MONUMENT

WASHINGTON PARK ZOO

Layton Art Gallery

Washington Park by Moonlight

Washington Park

Chamber of Commerce and Mitchell Building

Lake Park

McKinley Park—Bathing in Lake Michigan

Post Office and Custom House

Newberry Boulevard

Kosciusko Park

JUNEAU PARK AND LEIF ERICSON MONUMENT

University Club

Woman's Club of Wisconsin

Deutscher Club

CALUMET CLUB

S. S. CHRISTOPHER COLUMBUS—GOODRICH TRANSIT CO.

Wisconsin Street Looking East

Hotel Wisconsin—Grand Ave. and Third St.

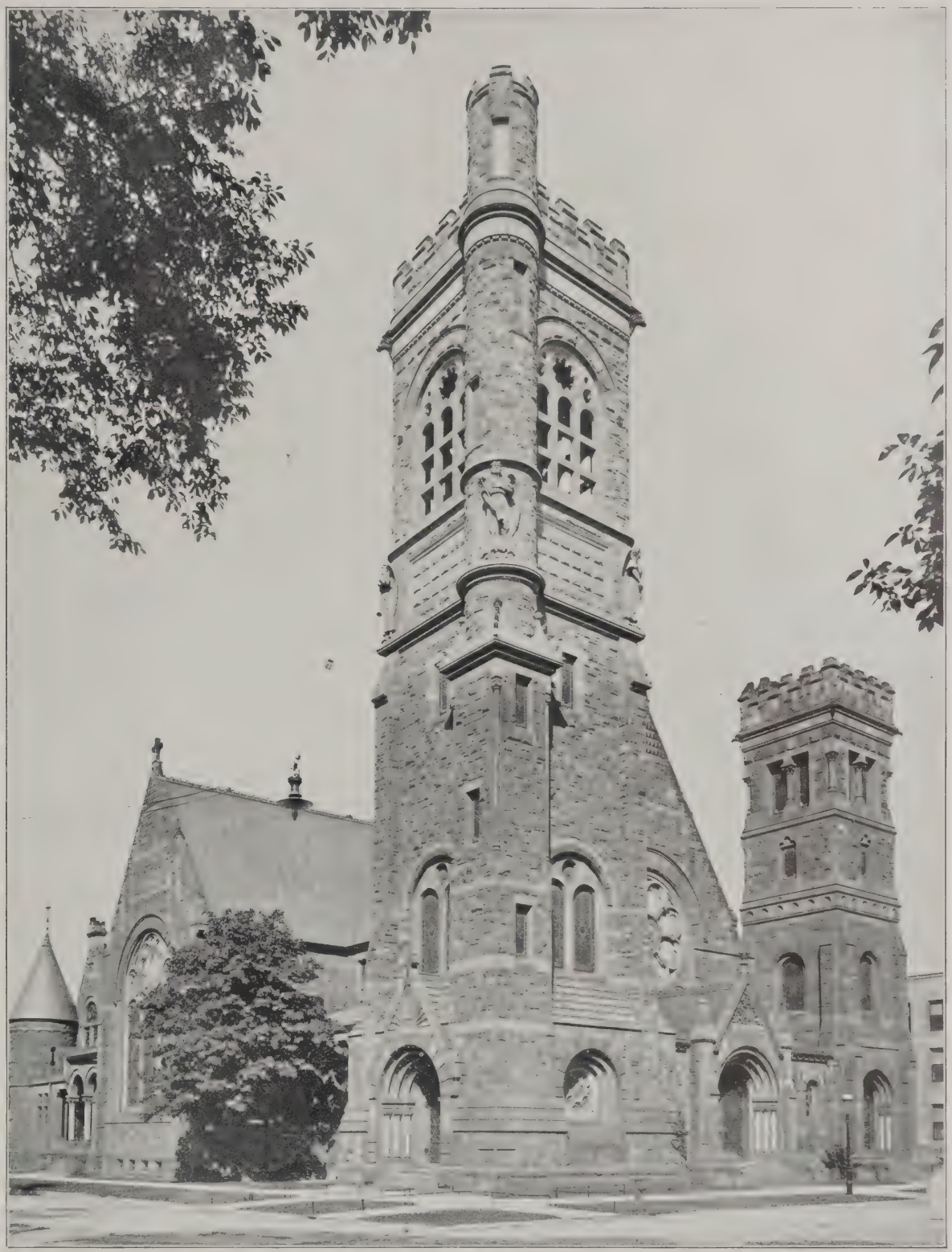
Wisconsin Street from Milwaukee Club to Pabst Building

Broadway from Mason to Michigan Street

GRAND AVENUE FROM EIGHTH STREET

Immanuel Presbyterian Church

Summerfield M. E. Church

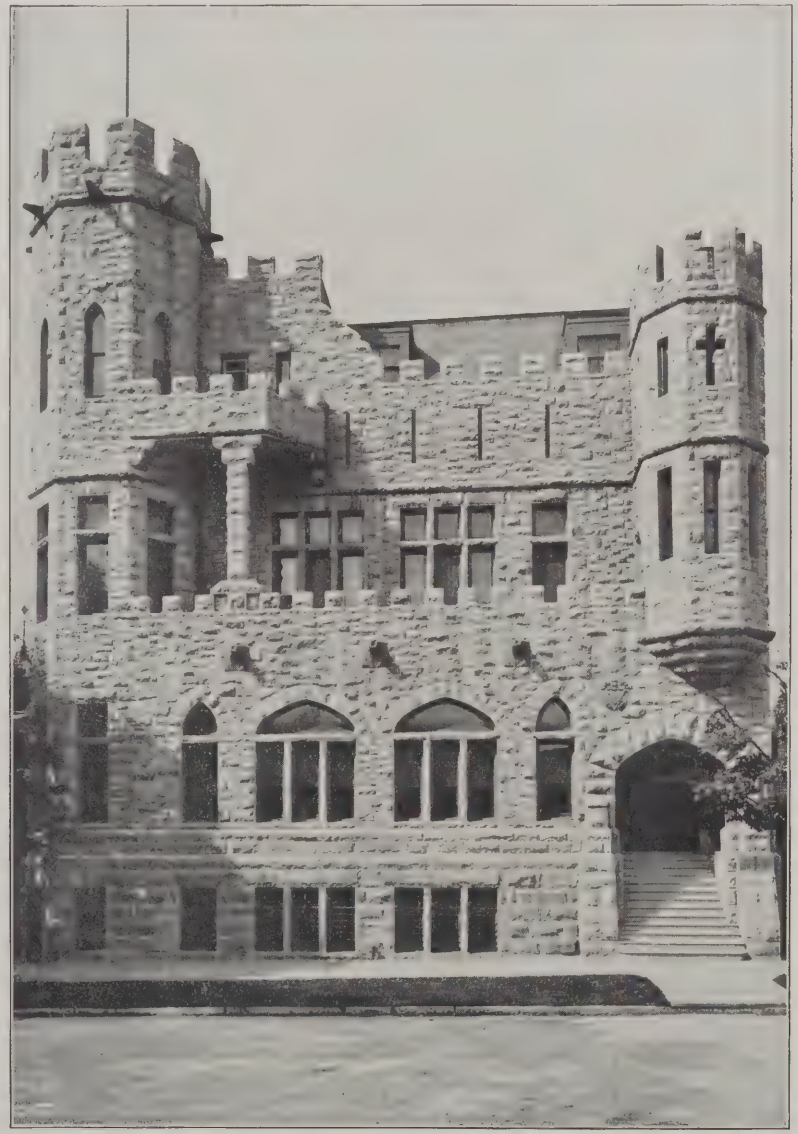


St. Paul's Church

Wesley M. E. Church

Westminster Presbyterian Church

St. John's Cathedral and Court House Park



Ivanhoe Temple—Tenth Street

Masonic Building—Jefferson Street

Y. M. C. A. Buildings

Republican House

Building of the Northwestern Mutual Life Insurance Co.

Chicago, Milwaukee & St. Paul Railway Station

CHICAGO & NORTH-WESTERN RAILWAY STATION

Kosciusko Monument

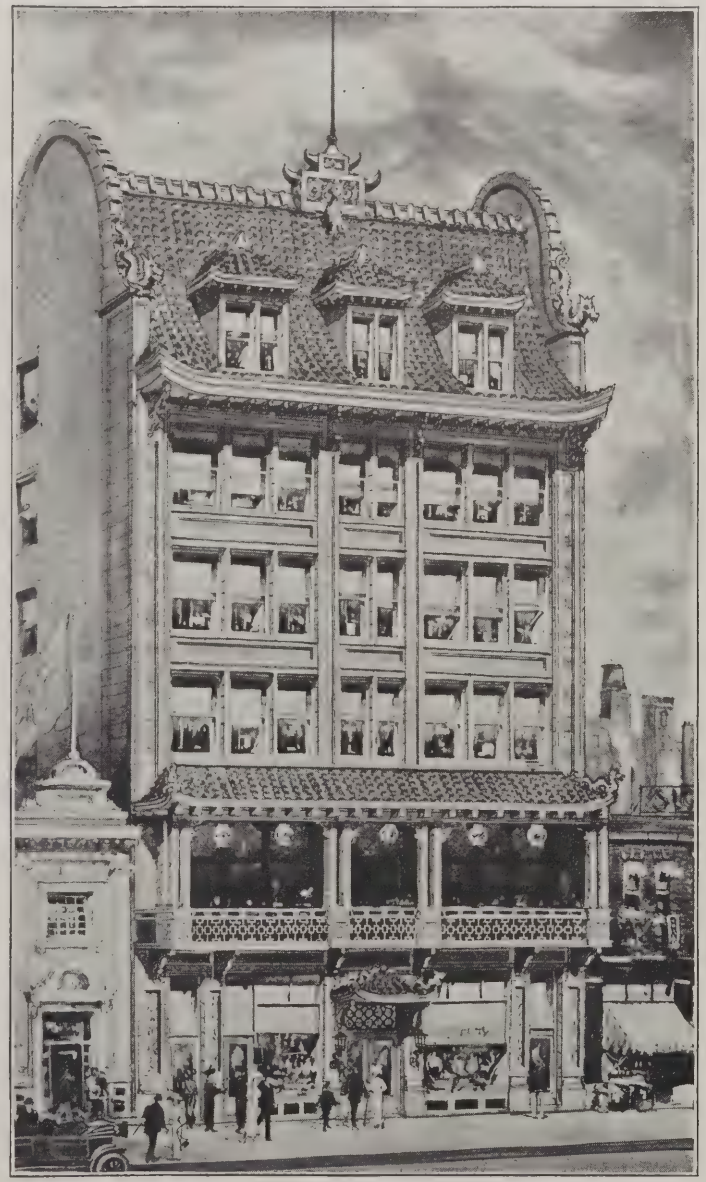
HOTEL PFISTER

St. Josaphat Church

German-English Academy

Temple Emanu-el

NORTHWESTERN NATIONAL INSURANCE CO. OF MILWAUKEE, WIS



Toy Building

Yahr & Lange Drug Co., Wholesale Druggists

Goll & Frank Co., Wholesale Dry Goods

Milwaukee Drug Co.

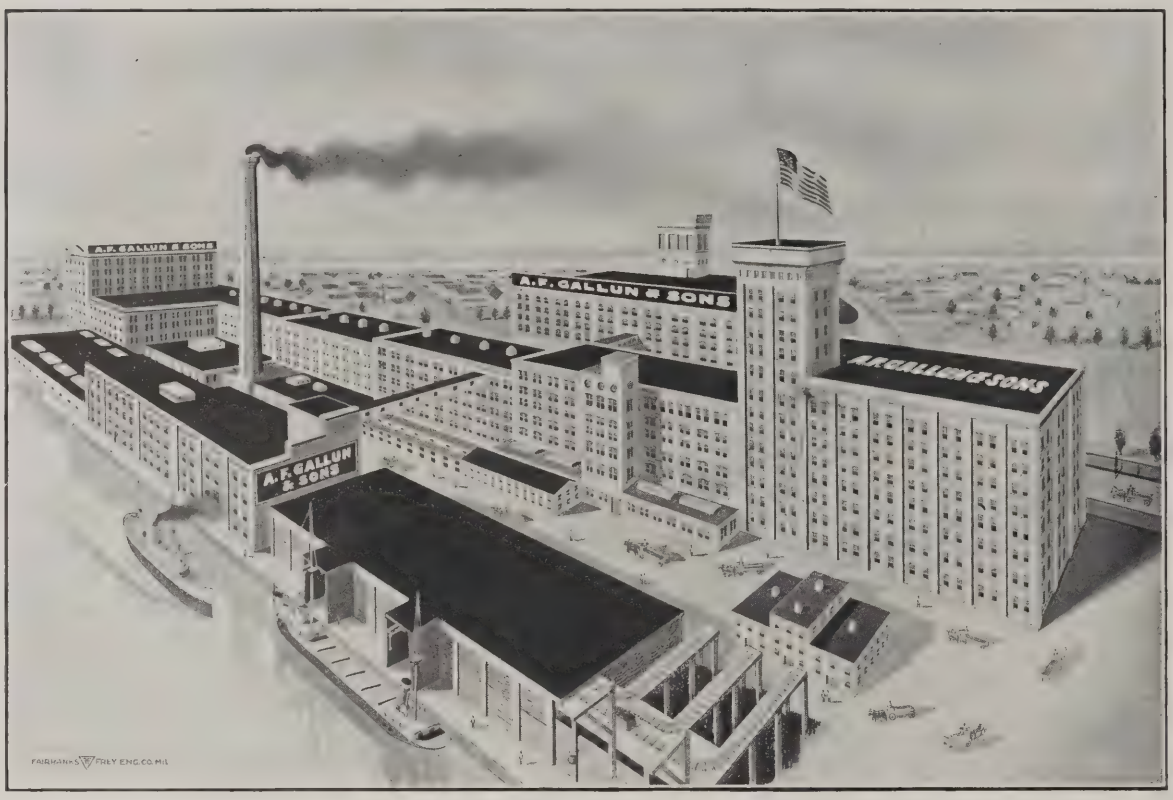
Roundy, Peckham & Dexter Co., Wholesale Grocers

JOHN PRITZLAFF HARDWARE CO., STORE AND WAREHOUSE

Holeproof Hosiery Co.

Jacob Best Co., Inc.

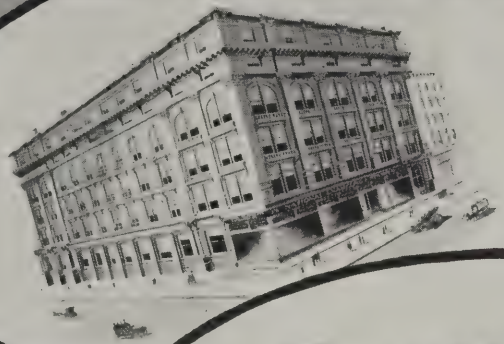
Wm. Frankfurth Hdw. Co.

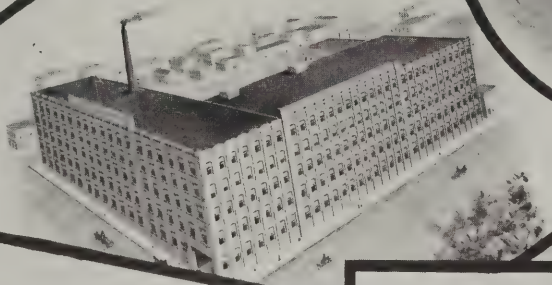


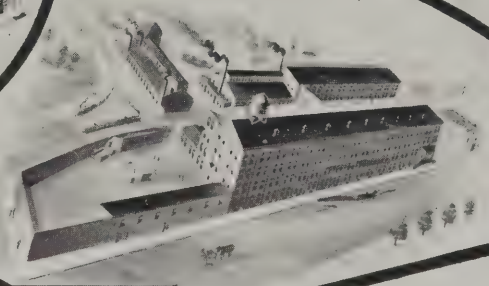
A. F. Gallun & Sons Co.

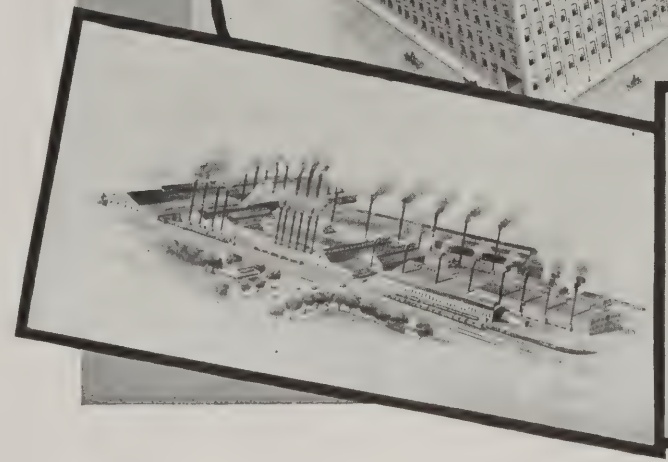
Cudahy Bros. Co., Packers

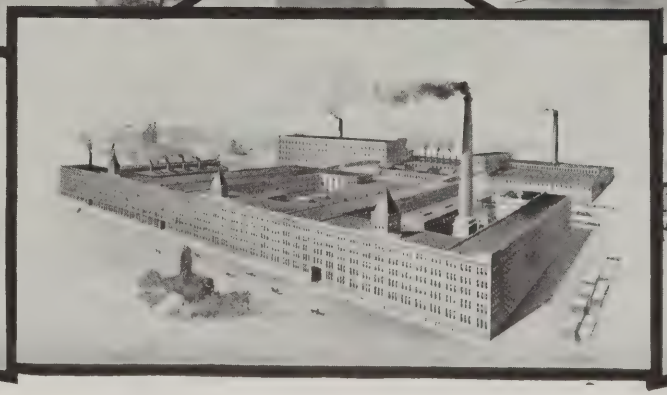
Views of Our Steel Plants, Factories and Branches

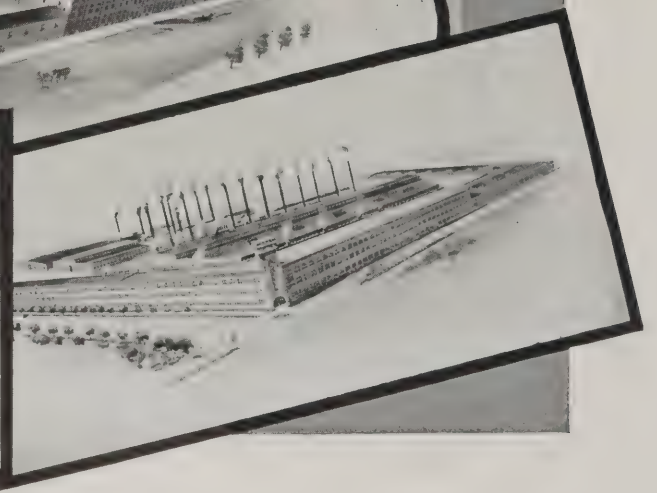












EVINRUDE MOTOR COMPANY, MILWAUKEE

RED STAR COMPRESSED YEAST—FACTORY

RED STAR COMPRESSED YEAST CO., MILWAUKEE

AMERICAN CANDY CO.

MILWAUKEE BAG COMPANY.
MANUFACTURERS OF COTTON, BURLAP AND PAPER BAGS.
BURLAP IMPORTERS BURLAP BY THE BALE OR PIECE.
BAGS FOR ALL PURPOSES PLAIN OR PRINTED.
MILWAUKEE BAG COMPANY
KRUS ENG CO. MILWAUKEE

Milwaukee Bag Co.

Figved Fur Co.

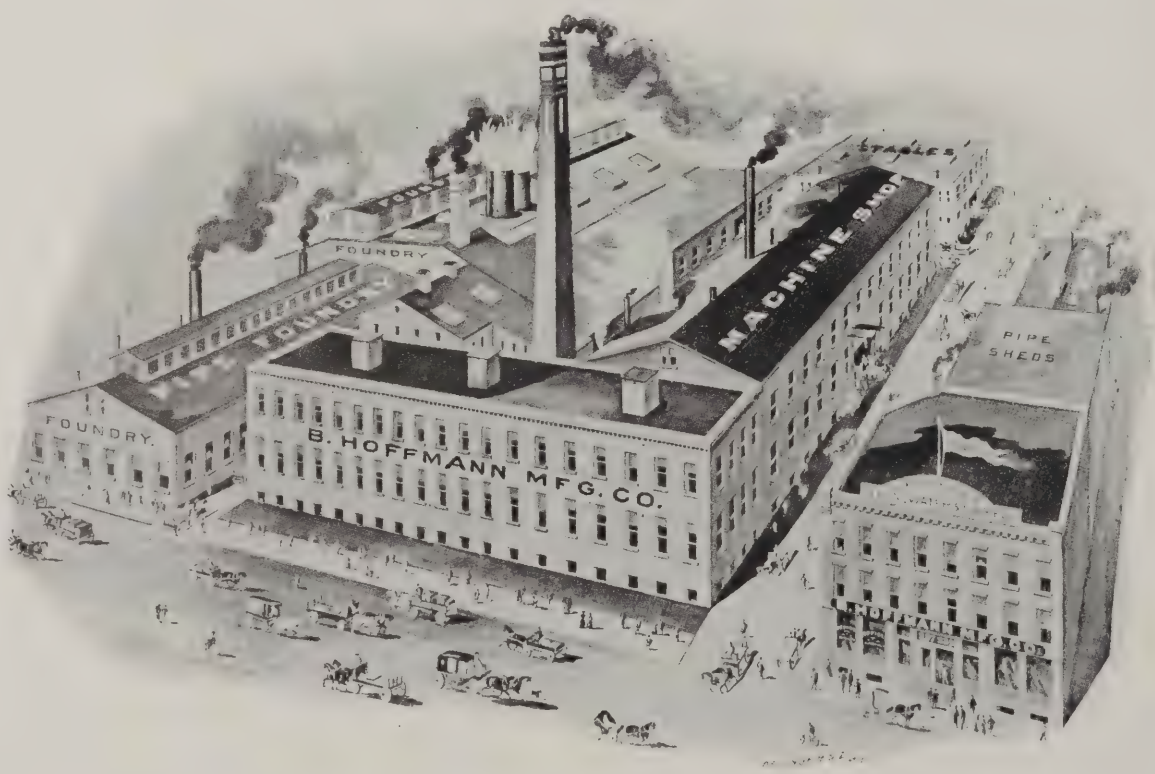
General Interior View of Bunde & Upmeyer Co's Jewelry Store, Main Floor

Miller-Genz Co., Wholesale Millinery

Schiffler Bros. Co., Wholesale Bakers

THE F. MAYER BOOT & SHOE CO.—Milwaukee & Seattle, now occupy this formidable group of buildings in the manufacture and sale of Mayer Honor-bilt Shoes.

The Morawetz Co., Hats, Caps, Gloves, Furs



B. Hoffmann Mfg. Co.
Manufacturers and Jobbers in Plumbers', Steamfitters.' Mill, Engineers', and Water-Works Supplies, Milwaukee, U. S. A.

STANDARD PAPER CO.

BLUMENFELD LOCHER CO.

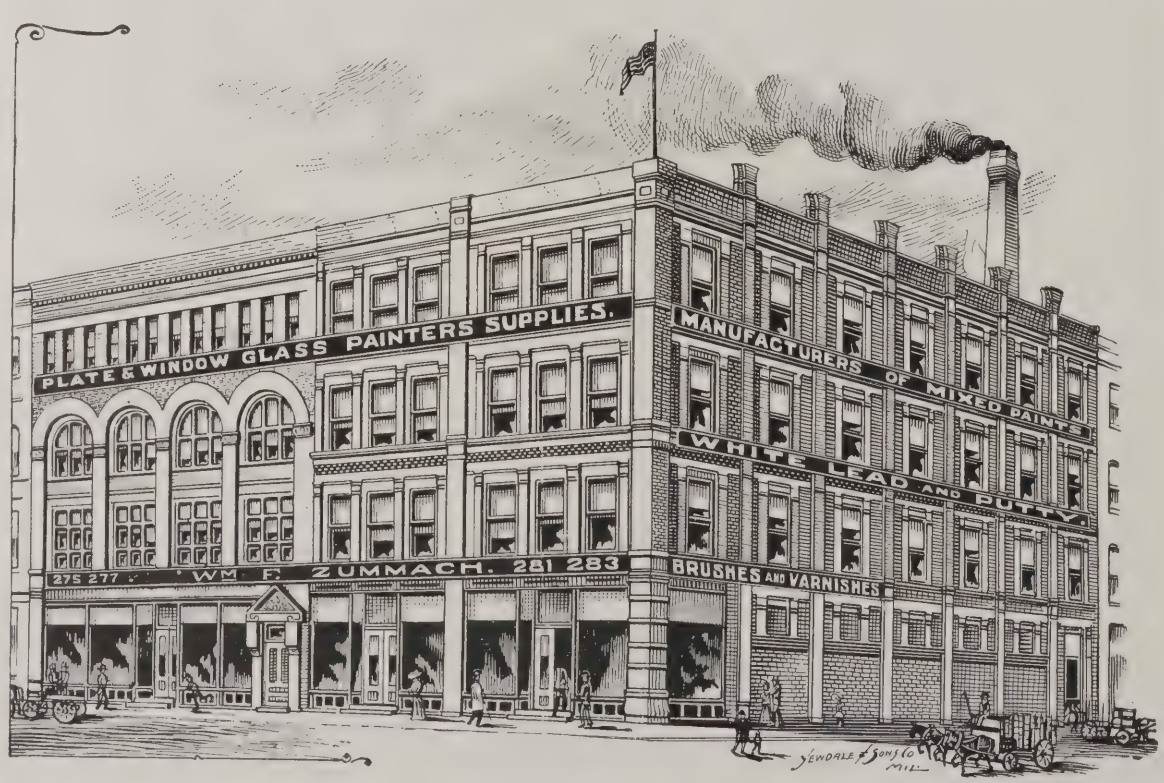


PLATE & WINDOW GLASS PAINTERS SUPPLIES.
MANUFACTURERS OF MIXED PAINTS
WHITE LEAD AND PUTTY
275 277
WM. F. ZUMMACH. 281 283
BRUSHES AND VARNISHES

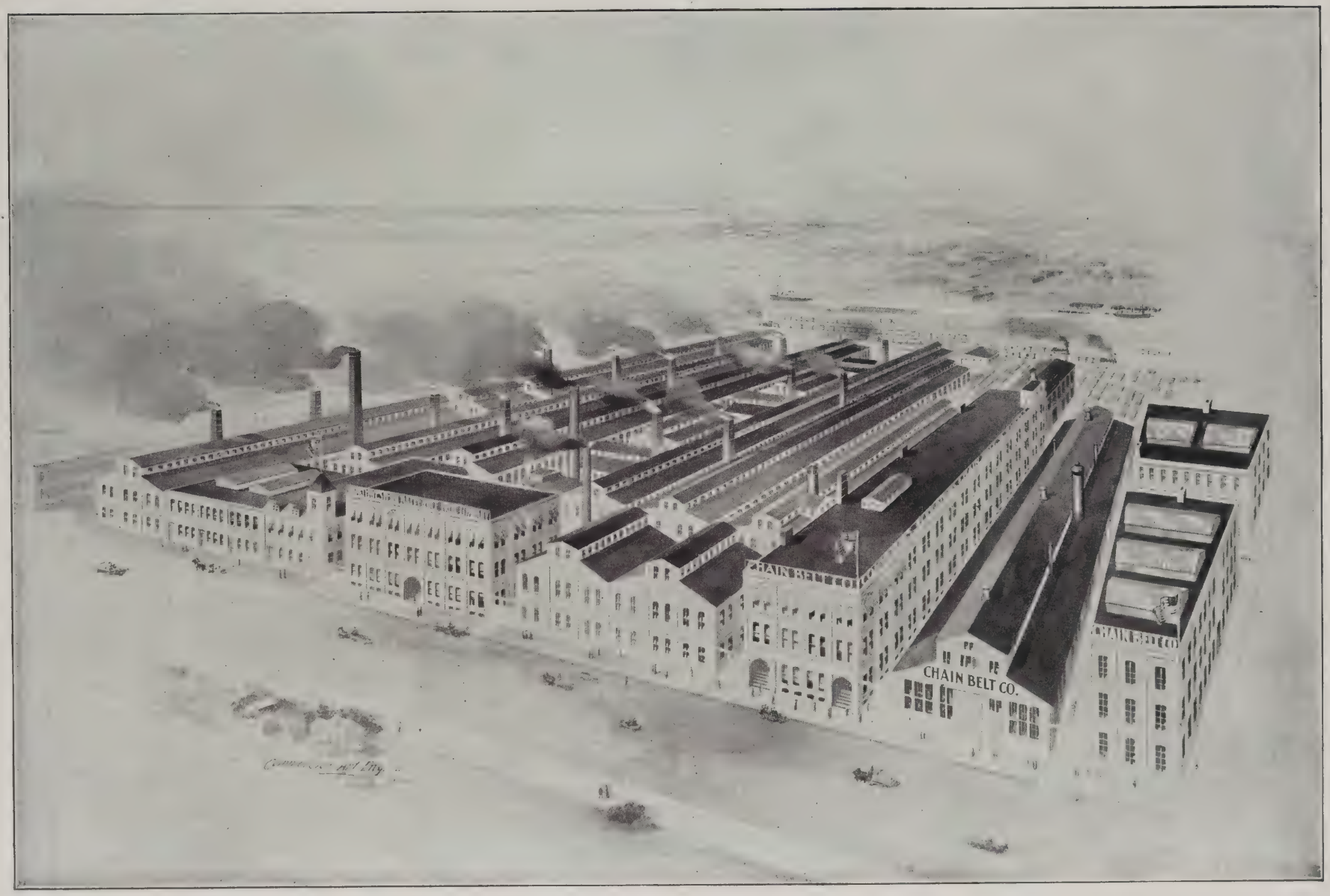
WM. F. ZUMMACH

Milwaukee Gas Light Co.

Burdick & Allen—Printers and Publishers

The Vilter Mfg. Co.

John Hoffmann & Sons Co.



CHAIN BELT CO.

Why a Milwaukee Miller?

The great, big, logical reason why a Milwaukee Milling Machine is the machine of today is the use of Two Over Arms instead of only one.

Two or "twin" over arms in connection with the arbor form a triangular truss that absolutely prevents the outer end of the arbor from being anywhere but in perfect alignment with the spindle.

With two over arms instead of one, cutters may be used at a much greater distance from the face of the column, permitting the easy handling of certain work which otherwise could not be taken care of.

No power is consumed overcoming the friction set up by an arbor cramped in the spindle bearing because the outer bearing support is not in line with the spindle.

There is quite a bunch of other fine points to our machines, such as automatic lubrication of all bearings as well as cutters, solid top knee, single constant speed driving pulley with belt guard.

Now then, if you feel that we have something that is right in milling machines write us and let us go further into it with you.

KEARNEY & TRECKER CO.
Milwaukee, Wis. U.S.A.

Representative Firms of Milwaukee

and the Varied Industries in which they are Engaged

IRON, STEEL, HEAVY MACHINERY, SHEET METAL and AGRICULTURAL MACHINERY

BY GEN. OTTO H. FALK.

President Allis-Chalmers Company.

The business in the metal trades of the Milwaukee district during the year 1912 showed substantial increase over that of 1911 on almost every basis for making a legitimate comparison. In 1911, 73 metal trades shops were operated in this district, while during the last year the number of shops in operation was 77. The metal trades in the Milwaukee district employed during 1911 15,256 men, while in 1912 the number employed was 17,213, an increase of about 12 per cent. The wages paid out during 1911 to employes of the metal trades were $11,157,000, while in 1912, $12,206,000 were expended in this way, a gain of 9 per cent. In 1912 the metal trades of the Milwaukee district represented a capital investment of $38,545,000, while during the last year they represented a capital investment of $42,363,000, showing a gain of almost 10 per cent. The sales of the metal trades in the Milwaukee district during 1911 were $34,622,000, and during the last year they aggregated $37,784,000, making a net increase of about 9 per cent.

Summing up the above I would say that the business during 1912 of the metal trades in this district shows an average increase of about 10 per cent over that of 1911.

The railroads were a strong factor affecting the business situation of the metal trades in this district for 1913. There is no question, but that the increase in this business in the Milwaukee district for 1912 over that of 1911 was largely due to the fact that during the present year the railroads have come into the market again as large purchasers of supplies after a notable absence extending over considerable time.

Competition in almost all the products coming under this class of trade has been unusually bitter, with the result that prices have become lower and in many instances below the point where there is any profit whatever. While I am strongly opposed to conditions which would create a monopoly or allow combinations to be made in undue restraint of trade, yet I believe that existing conditions in this country at the present time, due to some of the present laws and the uncertainty which exists regarding their construction, are such that manufacturers are practically helpless so far as being able to make a move toward bettering the present situation or producing any orderly system of carrying on legitimate business.

A. O. Smith Company

The "SMITH-MILWAUKEE" Worm Driven Motor Truck represents the culmination of years of study and experiment on the part of the A. O. Smith Company. This Company is known as among the pioneers in the automobile business and SMITH-MADE products have long stood pre-eminent before the trade in recognition of their honest and stirling qualities. Although engaged principally in the development and manufacture of pressed steel automobile frames, axles and other units, the engineers of the A. O. Smith Company have been studying truck design and truck operation ever since the inception of the Company, both in this country and abroad. The result of this study and experiment is the present type of truck which is made in two sizes, the three and one half and six ton.

The T. L. Smith Co.

Established in 1905, manufacturers of concrete mixing machinery. It ships its products throughout the United States, Europe, Mexico and South America. Office, 1125, 32nd St.

Johnson Service Co.

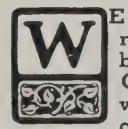
Incorporated 1885, and located at 149-53 Michigan street, Milwaukee. Manufacturers of the Johnson system of temperature regulation, pneumatic tower clocks, automobiles and trucks, and all sorts of castings in aluminum, brass, bronze, copper and phosphor-bronze. The factory of this firm is the largest reinforced concrete building in the Northwest.

Bayley Structural Iron Co.

Manufacturers of structural and architectural iron work for buildings and bridges. Office, Hathaway Bldg.; works, 701-705 South Pierce street, Milwaukee. Their work is shipped throughout the United States and Canada.

Matzek-Piper Co.

Established in 1909. They make a specialty of machine casting patterns. Located at 1068 30th street.



CRYSTAL SOAP CO.
MILWAUKEE

The Vilter Mfg. Co.

Located at 872-900 Clinton street, Milwaukee. One of the largest manufacturing plants of refrigerating and ice making machinery. Corliss engines, bottling machinery, ammonia fittings, piping, etc. The firm was established in 1867, and is one of the oldest of its kind in the United States. Territory covered extends over the entire world.

R. J. Schwab & Sons Co.

From a little shop established in 1876 by Mr. R. J. Schwab, the President of the Company, this plant has consistently grown and 1912 demanded a continued increase in the capacity. GILT EDGE, the trade name adopted for the line of Furnaces and Boilers, is also the watchword in the factory and all products are rigidly inspected and kept up to the GILT EDGE standard.

Western Iron Stores

Established 1909. Mill Machinery and contractors supplies; the only exclusive supply house in Milwaukee. Located at 135 Second St.

Stroh Die Moulded Casting Co.

Manufacturers of finished castings of the various grades of White Metal Alloys. Accurate parts ready for assembling. Territory, the world.

Cream City Boiler Co.

Established 1900. Have just moved into their new plant at 37th Ave. and Lapham St. One of the leading boiler concerns in Milwaukee. Their territory extends over the following states: Wis., Minnesota, Iowa and Michigan.

Pressed Steel Tank Co.

Established in 1902. Manufacturers of wheelbarrows, small pressure tanks and containers. Located at West Allis, Wisconsin. Territory, the world.

Wallmann Mfg. Co.

Established in 1893, and located at 283-5 Fifth avenue, Milwaukee. Manufactureres of storage tanks of all descriptions, that are shipped all over the world.

Milwaukee Valve Co.

Established in 1901, located at 139 Burrell St., Milwaukee. This firm does a business throughout the United States and Canada; its specialty is the manufacturing of brass valves.

Nortmann-Duffke Foundry Co.

Located at Twenty-sixth to Twenty-seventh Avenue, Milwaukee. Manufacturers of pressed steel tanks, crucible steel castings, grey iron castings, and also does all kinds of steel stamping. The firm was established in 1892. Its territory covers the United States and Canada.

Crucible Steel Casting Co.

This firm manufactures all kinds of steel casting articles. It is located at 612 Clinton street, and was established in 1898.

Mechanical Appliance Co.

Electrical motors, dynamos and ventilating fans, manufactured for both direct and alternating currents. Located 133 Stewart street, Milwaukee. Established 1901. Territory United States.

B. Hoffmann Mfg. Co.

One of the largest manufacturing and jobbing houses in plumbers', steamfitters', mill, engineers', and water works supplies in the West. Their specialty is valves of every description. Established in 1893; located at 257-259 Sixth street, Milwaukee. They own and operate their own iron and brass foundry. Their products are shipped to all parts of the United States.

Gerlinger Steel Casting Co.

This firm manufactures all kinds of steel castings, which are shipped to all parts of the United States. Located 59th and National Avenues, West Allis, Wisconsin. Established in 1902.

Chain Belt Co.

Located at 736 Park street Milwaukee. This firm has a specialty of manufacturing chain belt, sprocket wheels and power transmission appliances.

Milwaukee Corrugating Co.

All kinds of sheet metal goods, roofing, siding, eave-troughs, conductor pipes, elbows, shingles and skylights. Factory, South Bay and Aldrich streets, Milwaukee. Established 1902. Territory United States and part of Canada.

Milwaukee Reliance Boiler Works

Manufacturers of boilers, smoke-stacks, tanks of all kinds and general jobbers in this line. Territory, United States and Canada. Established 1900, and located at 1102 32d street, Milwaukee.

Milwaukee Concrete Mixer & Machinery Co.

Make a specialty of manufacturing the "Milwaukee" Concrete Mixer and also a general line of concrete machinery. Established 1909 at 955 30th street, Milwaukee. Territory, the world.

Kearney & Trecker Co.

Established in 1898. Their territory extends over the United States, Canada, Europe, Japan and South America. They make a specialty of high grade milling machinery.

Cohen Machinery & Iron Co.

Was established in 1900 and located at 240-260 Madison street. It is one of the largest concerns dealing in second hand machinery and scrap iron in the Northwest. They make a specialty of plumbing supplies, and are the only independent plumbing supply house in Wisconsin. Their territory covers Michigan, Wisconsin, Minnesota, Iowa and Illinois

H. E. FRANKE

GAS *and* ELECTRIC CHANDELIERS

421 BROADWAY

MILWAUKEE, WIS.

The Richardson-Phenix Co.

This is the largest plant in the world devoted exclusively to the manufacture of appliances for lubrication. This company has instituted a department for giving advice on the selection and application of oil for all kind of lubrication, and gives "lubrication service" along with the apparatus that it sells. This feature has been much appreciated by engineers. The company designs, furnishes the apparatus for and installs lubrication systems for the smallest engine up to central oiling and filtering systems, having a capacity of over a million gallons of oil per day.

National Machine Company

Builders of the latest inclosed design ice and refrigerating machines for every requirement. Contractors for complete plants.

Steam Engines of all makes, overhauled in place with portable tools, avoiding long shutdowns and stopping expensive steam leakage. Incorporated 1901.

The Steam Appliance Company

Manufacturers of high grade steam specialties are located at 245-55 Oregon Street. They make a specialty of the celebrated "Triumph" Oil Separator and the "Peters" Improved Corliss Valve Steam Trap, and are the only manufacturers of a complete line of steam specialties in the city. Their territory extends over the United States and Canada, although frequently foreign shipments are made.

The Christensen Engineering Company

THE CHRISTENSEN ENGINEERING COMPANY, of 841-847 Thirtieth Street, MILWAUKEE, WIS., are the well-known manufacturers of the famous BADGER line of gas, gasoline and oil engines for agricultural and general power purposes.

They have recently added to their products an automatic self-starter for 4 and 6 cylinder automobiles, which can be successfully placed on any car. They have equipped a large number of cars in this City and have shipped starters to numerous places in all parts of the country. They solicit inquiries and correspondence from anyone desiring quotation on automobile engines, self-starters, gas, gasoline and kerosene engines.

Geo. H. Smith Steel Casting Co.

Established 1901. Territory, U. S. and Canada. Steel Castings only. A general line of Steel Castings. Dynamo steel for electric purposes.

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BUILDING OPERATIONS FOR 1912.

BY. J. A. FETTERLY

While all former building records in Milwaukee, both in the gross amount involved, as well as in the percentage of increase, were broken in 1912, it is probable the mark set in that year will at least be equalled if not exceeded, in 1913.

Building permits issued by the Building Inspector for 1912, aggregated approximately $17,000,000, an increase over 1911 of more than $4,000,000. It is doubtful if any other city in the country showed as high a percentage of increase, as did Milwaukee and the fact that it was not a temporary boom is evidenced by the figures for the first three months of 1913, which exceeded those for the corresponding period last year, by about $100,000.

While it is true the figures for last year were materially increased by reason of the unprecedented boom in bank buildings, the total was largely made up not only of structures of this character, but of manufacturing plants, flat buildings and private residences, going to show that not only is the business center of Milwaukee undergoing a decided boom, but that this activity has effected the residence section as well. The figures for 1913, will be materially increased by projected improvements for Grand Ave., notably the new structures that are to replace the present Plankinton Block, the estimated cost of which will exceed $2,000,000. This will be one of the most striking improvements of the main business thoroughfare of this city possible to contemplate as instaed of the unbroken frontage, such as now presents itself to the view of the visitor, the improvements contemplated will leave a lasting favorable impression with the visitor and will materially improve the sky line effect of down town Milwaukee.

It is probable that the next five years will witness the greatest change in the down town business section ever manifested in the city in a like period of time. Milwaukee has fast outgrown the one-street idea and this is being evidenced by improvements that are now being effected and that are projected for the immediate future, on streets contiguous to Grand Ave. The vast volume of traffic that has heretofore been confined to that thoroughfare will within the next five years be distributed more equally, and Wells, Cedar, Sycamore and Clybourn Sts., will be compelled to bear their just proportion of the traffic. Property on the streets above named, instead of being mere investments, will become the most active and best real estate bargains in the city. Evidence is already on hand in improvements now under way, or in immediate contemplation, and the record of building permits for 1913 will unquestionably reflect this change that Milwaukee has cast aside its one time conservatism, and has come into its own, as one of the progressive metropolitan cities of the Middle West.

Sands Lumber Co.

Sands Lumber Co. Est. 1896, Successor to Louis Sands, largest retailer in Milwaukee

The Foster Construction Company

The Foster Construction Company is the only general contractor in the West that does work on percentage basis only. Their entire organization and equipment is arranged to take care of building problems exclusively on this basis. The steady growth of their business is a good indication of what the building public in this and surrounding states think of the Foster Plan as applied to building construction.

W. A. BOWERS HEATING CO.

ENGINEERS AND CONTRACTORS

CENTRAL HEATING PLANTS, VACUUM HEATING SYSTEMS, POWER PLANTS

MILWAUKEE, WISCONSIN

Gavin Mirror & Art Glass Works

High grade ornamental glass from special designs for residences, churches, etc. Established in 1890 and located in the Manufacturers Home Building, foot of Mason street, Milwaukee. Territory, the United States.

Milwaukee Mirror & Art Glass Co.

The specialties of this firm are mirrors, church windows, and ornamental art glass for residences. Established in 1887 and located at 203 Broadway.

S. Heller

Established in 1896, and located at 250 Milwaukee street. This firm specializes in passenger and freight elevators, being the leading manufacturer of this line in Milwaukee.

The Wm. Schuelke Co.

Located at 2217-21 Walnut street, Milwaukee, one of the largest manufacturers of high grade pipe organs in the Northwest. Established in 1875. This firm covers a territory throughout the United States.

Downey Heating & Supply Co.

The products of this firm are used throughout the United States and Canada, and consist of the erection of steam, hot water, and ventilating systems. Established in 1863. Located at 613-15 Clybourn street.

W. A. Bowers Heating Co.

Manufacturers of heating apparatus for all kinds of buildings and power plants. Established in 1897. Located at 484 Market street, Milwaukee.

Ricketson & Schwarz

This firm carries all kinds of building material. Its territory covers Wisconsin and Northern Michigan. Located at 34 University Building, Milwaukee.

The Tegge Lumber Co.

The only firm in Milwaukee which carries a complete line of hardwood. Established in 1857. Located at 684 Park street, Milwaukee. Territory covered, throughout the United States.

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FOOD PRODUCTS, DRUGS, LIQUORS, DYE STUFFS, FUEL, ICE AND TOBACCO

The jobbing business in drugs, chemicals and druggists' sundries is now one of the leading lines in the jobbing business in Milwaukee. The growth of the three leading houses in these lines, within the past decade, has been one of bounds and strides. The volume of business is quite double what it was ten years ago. The Milwaukee drug jobbers have kept pace with the increased growth of their business as is evidenced by the recognition by the retail drug trade, that Milwaukee is the National Market for druggists in Wisconsin, Northern Michigan and some portions of Iowa, Minnesota and Lower Michigan.

The service given by the Milwaukee houses is acknowledged to be of a very superior order. The various houses are well equipped to take care of the increasing trade which is coming to them. In the line of druggists sundries patrons are assured of large and well selected stocks in which quality is made to play an important part. Sales thus far in 1913 exceed those of the corresponding period of the preceding year, and there exists an optimistic feeling for the future.

Jacob Best Co. Incorporated

Located at 459 East Water street. Wholesale and retail dealers in wines, liquors, and cigars. Have been located in the same place since 1852. They are the largest wine importers in the Northwest, and ship to New York, New Orleans, San Francisco, and Canada.

Milwaukee Drug Co.

Located at 141-7 Michigan street, Milwaukee. Established in 1848. Jobbers and manufacturers of drugs and chemicals. Territory covered, Wisconsin and Michigan.

Cudahy Bros. Co.

Located at Cudahy, Wisconsin, this firm does a general meat packing business, that was established in 1864. Fifty to seventy-five per cent of this firm's products are exported, and the balance is used for home consumption.

American Candy Co.

Manufacturers of the famous "Rex" chocolates and all kinds of high grade candies that are shipped all over the United States. The firm was established in 1888, and located at Broadway and Chicago streets, Milwaukee.

Red Star Yeast Co.

Established in 1883, at 79-81 Buffalo street, Milwaukee, covering a territory over the entire United States and Canada.

National Aniline and Chemical Co.

Manufacturers and jobbers of dye-stuffs and chemicals, covering a territory extending throughout the United States. Located at 275 Oregon street, Milwaukee.

Day-Bergwall Co.

Manufacturers of "M. B." extracts and "Ivorine" starch, located at 115-117 Buffalo street, Milwaukee. Established 1906. Territory, Michigan, Indiana, Wisconsin, Iowa and Minnesota.

Schuckmann & Seligman Co.

Importers and jobbers of wines and liquors. Established in 1857, 291-93 W. Water street, 244-46 Third street, Milwaukee. Territory covered, Wisconsin, Minnesota, Iowa, Dakota and Michigan.

Random Lake Ice Co.

Located at 064 Locust street, and established in 1903. This firm does a large wholesale and retail ice business throughout Milwaukee and vicinity.

The KAMLEE CO.

Manufacturers of Guaranteed Sample Trunks and Cases
Repair Work Called for and Delivered

MAIN 3051 MILWAUKEE

The Layton Co.

Established in 1845, located at Muskego Avenue, foot of Thirteenth St., Milwaukee; is one of the largest packing plants in the world.

Their territory takes in the entire United States and Europe.

Milwaukee Solvay Coke Co.

Established in 1904, manufacturers of coke and gas. Territory covers the entire West. Offices in the Colby-Abbot Building, Milwaukee. Plant located in the lower Third Ward, Milwaukee.

Wm. F. Zummach

Grinders and wholesale jobbers in paints, oils, plate and window glass. Successor to Hecht and Zummach. Established in 1882. Territory, the United States, and located at 283 W. Water street, Milwaukee.

John Hoffmann & Sons Co.

Importers, wholesale grocers and coffee roasters, who ship their goods all over Wisconsin and Michigan. Located at East Water and Buffalo streets. Established in 1876.

Gridley Dairy Company

This company's new dairy, on Eighth street, south of Grand Avenue, has a bottling and pasteurizing capacity of 100,000 bottles milk and cream daily. Employes exclusively in Milwaukee the Willmann System of "Perfect Pasteurization." The dairy ranks as one of the most complete in the country in its sanitary appointments, and serves more than 20,000 families daily. Established 1897.

John B. A. Kern & Sons

The pioneer flour and cereal millers, are located on Commerce street, foot of Vliet. The SUCCESS FLOUR made from selected Minnesota and Dakota spring wheat, has a national reputation for being the very best that can be made. All products are pure and guaranteed to give satisfaction. Correspondence earnestly solicited.

O'Neil Oil & Paint Co.

Manufacturers and jobbers of oils, paints, soaps and chemicals. Established in 1893 at 297-99-01-03 East Water street, Milwaukee. The business territory covers the entire West and Northwest.

Patton Paint Co.

Manufacturers of paints, varnishes, wood finishing material and the only any color manufacturers in the Northwest. Located at Lake and Barclay street, Milwaukee, and established in 1855. The products of this firm are shipped to every civilized country in the world. The factory at Newark, N. J., taking care of the eastern and foreign trade.

M. Weiner & Co.

Located at 251 E. Water street, this firm does a large distilling and wholesale liquor business. Largest distributors of California wines and brandies in the northwest.

H. C. Schranck Co.

Manufacturers of fine flavors and dealers in bottlers' supplies. The business was established in 1876 and reorganized in 1907. Located at 49 to 55 Biddle street, Milwaukee. Their flavors, salts, and colors are the best in the market, and the firm carries everything pertaining to this line of business. Territory, the United States.

Roundy, Peckham & Dexter Co.

The leading wholesale grocery house in the West. Located 249-55 Broadway, Milwaukee. Established in 1872. This firm does a large manufacturing and jobbing business throughout Wisconsin and Northern Illinois.

Independent Oil & Grease Co.

One of the most progressive and up-to-date concerns in Milwaukee. Established in 1902, they have made an enviable name for themselves among the trade. Their territory covers the states of Wisconsin, Michigan, Minnesota, Iowa, Illinois, Indiana and Nebraska. They carry "everything in lubricants."

Yahr & Lange Drug Co.

Wholesale druggists and jobbers in glass located at 486-502 Market street.

Industrial Chemical Institute of Milwaukee

The specialty of this company is the work for the fermentation industry and for manufacturers of food and feed products, and assaying. Located at 644-46 Broadway, they have the largest industrial laboratories in the West. Established in 1895 in Milwaukee. Their territory covers the entire United States, Canada and Mexico.

Wadhams Oil Co.

Manufacturers of oils, lubricants and soaps. Territory covered, the United States. Established in 1878 at 215-19 National avenue, Milwaukee.

Louis Kindling Co.

Located at 348-50 Broadway. Manufacturer of the celebrated Alcazar Cigar. Established in 1869. Territory covers nearly the entire West. Special agents in Portland, Ore., and Los Angeles, Cal.

Wm. A. Adler Co.

Established in 1904. Territory, Milwaukee Packers of Beef, Pork, Mutton, Veal and High Grade Sausage. Located at 63-7 5th St.

Schiffler Biscuit Co.

The Home of Quality Biscuit, located on South Pierce Street, represents a Milwaukee achievement covering its first year of business history. The output of this beautiful, clean bakery is fast becoming popular. Their products consists of a large variety of crackers and cookies.

The KAMLEE CO.

Dust-proof and Water-proof Auto Trunks and Tire Trunks

MAIN 3051 MILWAUKEE

Milwaukee Western Fuel Co.

Established in 1901. Territory, Wis., Ill., Minnesota, Iowa, S. Dak., Nebraska, Missouri and Kansas. One of the largest coal dealers in the N. W. We own and operate eight modern docks.

Patek Bros.

Establishel in 1895. Territory, the U. S. Some of their specialties are Patek's Mattcote and Concretcote. The office and sales rooms are located at 319 East Water St.

John Barth Co.

Established in 1854. Our leading brands, Judge Kelly Bourbon, and Blue Bell Rye. Carry the most complete line of staple, domestic and imported wines and liquors to be found in the west. Have ten representative salesmen on the road, and do an extensive business in old bonded whiskies through the western states.

Vera Chemical Co.

Established 1898. Located at North Milwaukee. Works equipped with the latest machinery. Territory covered, the United States and Canada.

Puritan Candy Co.

Located at 19-21 Erie street. Were established in 1910

Specialty-Priscilla Chocolates

Wis., Mich., Iowa, Ind., and Ohio is some of the territory in which they do business.

TANNING, BOOTS, SHOES and SADDLERY

In the tanning industry during the year 1912, the volume of sales remained stationery at about $25,000,000. The year has been reasonably successful from the standpoint of returns, while Milwaukee continues to uphold her standing as a center of leather production. Milwaukee leathers are known all over the world as a standard of leather manufacture. Local tanners are quite concerned about the future, owing to the free shoe and free leather clauses of the new Wilson Tariff. There is considerable uncertainty as to how this will affect the leather and shoe industry, and it is to be regretted that such a radical step should be taken without a more far-reaching investigation. Leathers made in Milwaukee include practically all lines. There are black and colored calfskins, Russia calf, black and colored cowhide of all kinds, patent cow and colt and glazed kid for shoe uppers, constituting the largest part of the Milwaukee leather production. There is included also Chrome and Hemlock sole leather, harness leather, leather for horse collars, glove leather, etc. Practically the only kind of skin not tanned in Milwaukee is sheep skin. During the course of the year, however, a new tannery will go into the manufacture of this article.

The proximity of the leading tanners of the country has much to do with this rapid growth in the shoe and glove trades, for factories here are located in the heart of a leather industry within a few blocks of their offices, and can buy the best leathers made. They also save the cost of freight and the cost of drayage, as the leather is delivered to their very door. Milwaukee tanners have always been leaders in their trade and continue to uphold their reputation as the world's best leather producers. Milwaukee leathers are known to every country of the world. The shoe manufacturing trade and the glove trade are steadily increasing, and Milwaukee has become a large center for both of these lines. August H. Vogel.

Beals & Torrey Shoe Co.

Established in Milwaukee in 1865. Second oldest shoe manufacturing company in the city. Located at 85-87-89 Buffalo street. Cover the entire Northwest and Southwest. Manufacturers of men's fine custom shoes and women's turns. Jobbers for eastern factories making men's, boys', youths', women's misses', children's, and infants' leather shoes and rubber footwear.

Bradley & Metcalf

Established in Milwaukee in 1843, this company is one of the oldest shoe manufacturing houses in the country. Located at 207-15 E. Water street. Their territory covers Western and Central States.

A. F. Gallun & Sons

Established in 1858 at 1000 North Water street, Milwaukee. Manufacturers of shoe and saddler leathers.

Goodyear Rubber Co.

Jobbers of rubber boots and shoes, clothing, mechanical goods and druggists' sundries. The Milwaukee branch was established in 1875 at 382-84 E. Water street, and is managed by J. Suydam. Territory, Central States and Iowa.

F. Mayer Boot & Shoe Co.

Established in 1880, located E. Water and Huron streets, Milwaukee. Largest manufacturers of full vamp shoes in the world and one of the oldest shoe houses in Milwaukee. Their territory covers the entire Northwest.

Pfister & Vogel Leather Co.

Tanners of shoe upper leathers in black and in colors, all finishes, made from calfskin, cowhide, horsehide and goatskin; patent leather, glazed kid, glove leather made from horse and cowhide; harness leather of all kinds; hemlock, union and chrome sole leather; cut soles; established in Milwaukee in 1847; nine American branches; five European branches.

CORK INSULATION

For all Kinds of Cold Storage Plants

ESTIMATES FURNISHED FOR COMPLETE ERECTION

ARTHUR KOENIG COMPANY

228 Third Street. MILWAUKEE, WIS.

Weyenberg Shoe Mfg. Co.

Manufacturers of heavy shoes for loggers, hunters, farmers and prospectors. Established in 1893, and located 121-27 Harmon street, Milwaukee. Territory from coast to coast.

A. L. Gebhardt & Co.

Established in 1900. Largest dealers in harness and skirting in the world. 306 East Water street. Territory, United States. Specialty, harness, shoe, glove, bookbinders.

Figved Fur Co.

Fur skin dressers and dyers, manufacturers of fur coats, robes, rugs, gauntlets, mittens, etc. This firm tans hides of domestic animals as well as wild animals. One of the oldest and most reliable tanning houses doing business with farmers. Established 1900, and located at Forest Home and 29th Avenues. Territory, United States, Canada and the French West Indies.

Kamlee Trunk Co.

Organized in 1908 for manufacture of automobile trunks, sample trunks and high grade luggage specialties. Above articles manufactured under United States patents granted recently on interlocking edge, a device that insures an absolutely water-proof, dust-proof and rain-proof trunk. Goods shipped to every state in the Union and have recently broken into export field.

Frank Martin

Fur skin dresser and dyer. Established in 1885. Manufacturer of fur coats, robes, rugs and ladies' furs. Territory, United States. Located 435 Prospect Ave., Milwaukee, Wis.

Kalt-Zimmers Mfg. Co.

Manufacturers of infants', children's, misses', youths', and boys', shoes. Located at 405-17 Reed St., Milwaukee. Established in 1894. Their business extends throughout the west.

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WHOLESALE DRY GOODS, NOTIONS, MILLINERY AND CLOTHING, HAT, CAP, GLOVE and FUR INDUSTRY

The Wholesale Dry Goods business of the city of Milwaukee is very firmly established and prosperous. Last year was one of the best in the history of the trade. Business was done in a very quiet and steady way, so that at times it appeared dull, but in reality was increasing in volume.

The territory tributary to Milwaukee, is one of the best in the country. It has no marked depressions, as the crops are so diversified that a failure of one crop does not affect trade.

The Dairy Interest in Wisconsin is very large and growing in importance in all the States tributary to Milwaukee. This industry brings a steady inflow of cash, which puts the farmers in a position to buy at all times, instead of waiting for the sales of the growing crops.

Trade has changed of late years—merchants buying in moderate quantities, but very often, in place of buying a large bill in the Spring and Fall, as in former years.

The outlook for trade the coming year is excellent. Possibly there may be a temporary lull, caused by the tariff bill, but merchants will soon adjust themselves to the change.

Goll & Frank Co.

This corporation carries a large and complete line of Dry Goods, Draperies, Rugs, Notions, Embroideries and Laces, Mens and Womens Underwear and Hosiery. They also control a factory which manufactures Shirts, Mackinaws and Overalls for Men and Boys, and Wrappers for Women.

They sell goods in Wisconsin, Minnesota, Iowa, Michigan and South Dakota. Established in 1853.

Landauer & Co.

Located at Chicago and E. Water streets, Milwaukee. Established in 1869. Jobbers and importers of notions, dry goods, men's furnishings and manufactured goods. Territory covered, Wisconsin, Iowa, the Dakotas and a part of Michigan.

Blumenfeld, Locher Co.

This firm makes a specialty of trimmed hats for department stores throughout the United States. They have been in the wholesale millinery business since 1901, and are located in their new building at 439 Broadway, Milwaukee.

Miller-Genz Millinery Co.

Wholesale millinery, established in 1900 and located at 378-380 Broadway, Milwaukee. This concern manufactures trimmed hats and are general millinery jobbers throughout Wisconsin, Michigan, Minnesota, Iowa and Northern Illinois.

Brenk Bros.

Tailors, located at 136 Wisconsin street, Milwaukee.

Ellsworth & Thayer Mfg. Co.

Located at 336-40 Broadway, Milwaukee. Manufacturers of gloves, mittens and fur coats. Territory covered, United States, Mexico and a part of Canada. Established 1877.

The Morawetz Co.

Located at 217-23 E. Water street, Milwaukee. Manufacturers and jobbers of gloves, furs, hats and caps. Territory, the United States, and the firm was established in 1892.

Zimmermann Bros. Clothing Co.

Suits and overcoats for men and boys. Their mail order department is located at 384 E. Water street, Milwaukee. Established in 1856.

MY MOTTO:
High Quality
FURS
at Moderate Prices

Louis Hallbach
CUSTOM FURRIER-LADIES TAILOR
430 Jefferson Street
MILWAUKEE, WIS.

FURS
Stored during the Summer months
Expert repairing, dyeing and remodeling. Estimates cheerfully given. Get my prices.

Holeproof Hosiery Co.

Originators of the plan of selling socks guaranteed to wear six months without holes. Their territory is unlimited . Located at Fouth and Fowler streets, Milwaukee. Established in 1904.

Arthur Koenig Co.

"Tiroler Loden Cloth," which is imported exclusively by this firm, is now being used extensively by all first class tailors in the United States, Canada and Mexico. The fabric is made of camels' hair and is waterproof. Office and warerooms, Watkins Building.

M. Heimann Co.

Millinery and trimmed hats, established in 1858 and located at 423-31 Bdwy., Milwaukee. Territory covered the North Central States.

Middleton Mfg. Co.

Established in 1881. Territory covered is Wis., Mich., N. & S. Dakota, and Minn. The entire West and Northwest specialty, is the Roswell Hat, fine cloth caps. Largest concern in Milwaukee and one of the largest in the Northwest. Located at 354-356 Broadway.

HARDWARE AND FURNITURE

Hardware & Furniture

The hardware business, in common with other lines, is sharing in the general prosperity of the country.

While there is a little hesitancy in buying freely, on account of present tariff agitation, the prospect of another bountiful crop will soon make its influence felt, and the year will, no doubt, compare favorably with its predecessor.

Northwestern Storage Battery Co.

Make a specialty of the manufacture of storage batteries and electrical supplies for autos and motor boats, also makes a specialty of ignition and lighting. Established in 1908 at 140 Mason street, Milwaukee. Territory, the world.

Wm. C. Kreul Co.

General office outfitters, wholesale and retail dealers in typewriters and typewriter supplies. Located at 432-6 Broadway, Milwaukee. Territory, the United States. Established in 1899.

Fred Sprinkmann Co.

Located at 266 E. Water street, this firm manufactures everything in the asbestos line. They ship their goods to all parts of the United States. Established in 1884.

Langenberger Construction Co.

Was established in 1872 and incorporated in 1905. They make a specialty of office and store fixtures, and also do a general constructing business. Their motto is quick service.

The Wollaeger Mfg. Co.

Established in 1880 and incorporated in 1887. Manufacturers of the highest grade only of Special Furniture and Fixtures for Banks and Public Buildings. Their field is the entire United States. They are at present equipping the new Wisconsin State Capitol, also Court Houses in Wisconsin, Michigan, North and South Dakota, Montana, Iowa, and Kansas, besides a number of large Banks throughout the country.

National Enameling & Stamping Co.

Manufacturers of Royal granite steel ware, for kitchen use, and sheet metal. This firm's goods are known and sold everywhere. Located at 909 St. Paul Avenue, Milwaukee.

Shadbolt & Boyd Iron Co.

Jobbers of carriage and wagon hardware, wood work and trimmings. Manufacturers of wagon hubs, rims, spokes, etc. Established in 1863 at 129-31 West Water street, Milwaukee. Territory, the Middle and Western States.

John Pritzlaff Hardware Co.

Established in 1850 at W .Water, Fowler and Second streets. This firm is one of the largest wholesale hardware concerns in Milwaukee, and covers a territory throughout the Central and Western States.

Wm. Frankfurth Hardware Co.

Established in 1861, and located at 119 West Water, is one of Milwaukee's oldest and largest hardware concerns. Their territory extends over the states of Wisconsin, Michigan, Minnesota, Iowa, South Dakota and Illinois.

OTHER INDUSTRIES

F. G. Smith Piano Co.

F. G. Smith, Piano Co. Located at 90 Wis. St., were established in 1854. Sell pianos and player pianos and manufacture the Webster and Henning pianos.

American Show Print Co.

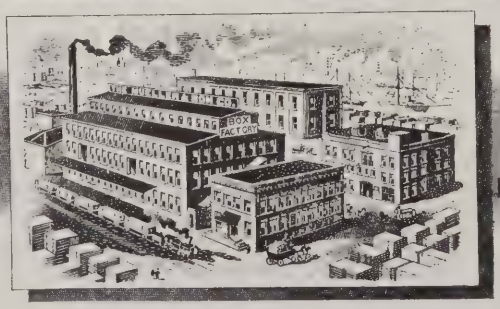
Established 1893. Successors to Greve Lithographic Co., 382-390 Sixth St. Territory covered extends over the United States.

THE MUELLER AND SON COMPANY.

ESTABLISHED 1858.

BOX MANUFACTURERS

CANAL & SIXTH ST. VIADUCT.



INCORPORATED 1895

CIGAR BOXES

PACKING BOXES

RE-ENFORCED FIBRE BOXES

MILWAUKEE, WIS.

Diederich-Schaeffer

Established in business for a quarter of a century. Largest importers of Church goods in the city. Territory, world; largest church goods house in U. S.

Northern Brewers Supply Co.

This concern started in a small way several years ago to do a general Brewers and Bottlers Supply business at 234 Broadway and has now established a considerable trade, covering the States of Wis., Mich., Minn., Illinois, Iowa, Missouri, Nebraska, and S. Dak. Officers: Chas J. Qualman, Pres.; Frank F. Pasch Vice-Pres. and Treas.; Aug Peter, Secy.

Hibbard & Richardson Co.

The Hibbard Richardson Company, distributers for the Cary Safe Company, has been located at 471 Milwaukee street, Milwaukee, for the past twenty years, during which period it has sold over 30,000 safes and vaults. The greatest of fires, the one at San Francisco caused by the earthquake demonstrated that the light wall and otherwise cheaply constructed safes were not fire-proof for their unfortunate owners found only charred remains of the once valuable business records. A noticeable feature is that most of the prominent concerns are using Cary safes since the fire. Up to one year ago 116 wholesale and retail jewelers of San Francisco were using Cary Safes. Moreover, nineteen government offices in the city by the Golden Gate were equipped with the products of the Cary Safe Company.

The sales force of the Hibbard & Richardson Company consists of about twenty salaried salesmen, covering an exclusive territory of eleven states.

Badger Meter Mfg. Co.

Do business in all parts of the United States. The firm was established in 1905. They are pioneer water meter manufacturers in the West and the only company west of Buffalo, N. Y.

Neal Institute

The Milwaukee Neal Institute located at 444 Cass St., is one of 60 ranches of the Neal Institute Co., a million dollar corporation, A. V. Czechorski, a prominent business man of this city is the proprietor and manager.

The Neal is the most successful treatment known for the cure of the Drink, Drug, and Tobacco Habits, no hypodermic injections used in the treatment, no injury to health of the patient and no failures.

It is a physician's treatment, originated by a physician, compounded by a physician, and administered by a physician.

Milwaukee Printers' Supply House

This firm carries a large stock of type, printing material, printing machines, and is one of the largest printing supply houses in the West, doing a business in Wisconsin, Michigan, and Minnesota. Located at 127 Second street, Milwaukee.

Dunck Tank Works

The Dunck Tank Works, established in 1866, and located at 878-880 30th St., Milwaukee, Wis., are manufacturers of Wood Tanks of any description and for all purposes, catering especially to the breweries, distilleries, vinegar, pickle and kraut factories, dyers, platers, etc.

Being sincere believers in quality, has built up for them an enviable reputation solely by carefully guarding the quality of their products. The almost phenomenal success with which their products have been introduced into new fields, and the constantly increasing demands from old customers suggest that building trade upon quality has proven to be a great success. Prospective purchasers of Wood Tanks will do well in communicating with the Dunck Tank Works and thereby be assured of "Satisfactory Service Always."

Grassler & Gezelschap

Manufacturers of electric and gas fixtures, is one of Milwaukee's oldest firms in this line. Established in 1883 and located at 214 Third street, their territory covers the states of Wisconsin, Michigan, Illinois and Iowa.

Geo. C. Mansfield Co.

Manufacturers of pasteurized ice cream and pasteurized butter. They also have the most modern public cold storage in the West with a storage capacity of about 250 cars. Located at 4th and Poplar streets, Milwaukee. Their business covers the greater part of the United States.

Bunde & Upmeyer Co.

Manufacturing jewelers, established in 1880, and located at E. Water and Wisconsin streets, Milwaukee.

This firm has a reputation for class and society pins all over the United States, and is also one of the largest dealers in fresh water pearls in the world.

R. G. Dun & Co.

Mercantile agency, Wells Bldg., Milwaukee. Established in 1841. Territory covered, the world.

Goodrich Transit Co.

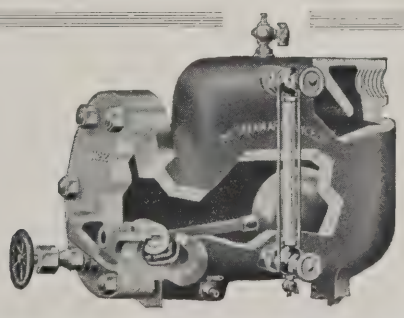
Operating steamships in the passenger and freight service every day of the year. Established over fifty years ago and located at the foot of Sycamore street, Milwaukee.

Dial Cash Register Co.

Established in 1908. The working parts of machine are made of steel and is the only four-way indicator. It indicates at top, rear, and two sides; every machine is a total adder, and is the only inkless printer made. These machines are used all over the world.

Crystal Soap Co.

Crystal Soap Co. has been in business in the City of Milwaukee since 1872, formerly under the name of Delorme & Quentin. They are the pioneers in the manufacture of transparent soaps and the entire factory is devoted to the manufacture of high grade toilet soaps only.



The Steam Appliance Co.

Manufacturers of "Peters" Improved Corliss Valve Steam Traps, "Triumph" Oil Separators, "Victor" Steam Separators, "Victor" Oil Separators, "Triumph" Exhaust Heads, "Henry" Steam Flue Cleaners.

245-255 OREGON STREET
Milwaukee, Wis.

☞The best and most lasting Steam Trap for both high and low pressures

E. C. Kropp Co.

Located at Buffalo and Jefferson streets, Milwaukee. Established in 1898. Manufacturers of colored postal cards, doing a business throughout the United States.

H. Niedecken Co.

Wholesale and retail dealers in stationery, school supplies, paper toys, books, holiday goods, fireworks, and druggists' sundries. Established in 1847, located at 337-43 E. Water street, Milwaukee. Territory, Wisconsin, Northern Michigan, Iowa, North and South Dakota, Minnesota and Northern Illinois.

Standard Paper Co.

Established in 1883, manufacturers and jobbers of paper of all kinds, and ship their product throughout the Central Western States. Located at 141-147 West Water St., Milwaukee.

Schwaab Stamp & Seal Co.

Established in Milwaukee for thirty years. Manufacturers of rubber and steel stamps, stencils, seals badges and advertising novelties. The territory covered is the United States and Canada.

Bonded Rapid Collection Agency

This firm collects accounts all over the world. Located in the Railway Exchange Bldg. Established in 1904.

Edmund Gram

Wholesale and retail piano dealers, and manufacturer of the Gram-Reichstag Piano. Established in 1883, located at 414-416 Milwaukee St., Milwaukee, and ships all over the United States.

The Wilson Detective Agency

Established for 25 years. It is one of the oldest and best known in the city and state. Enjoying as it does the patronage of many of the leading firms and corporations in this part of the country, it has handled thousands of cases of the widest variety, giving it the necessary experience to undertake any and all kinds of work. The head of the agency is Mr. Charles W. Wilson, a man whose reputation for reliability, industry and shrewdness needs no comment, and it is through his efforts that the agency has attained its present high standard. Mr. Wilson is prepared at any moment to undertake work of the most difficult and exacting nature for corporations, railroads, banks, mercantile houses, attorneys or private individuals. Absolutely all communications and information are held strictly confidential.

Joys Brothers Co.

Ship chandlers and sail makers, located at 205 E. Water street, Milwaukee. Established in 1844. Manufacturers and dealers in everything in the line of canvas. Territory, the greater part of the United States.

Milwaukee Printers' Roller Co.

Manufacturers of printers' rollers and tablet composition, they also make a specialty of handling second hand printers' machinery. Territory, Wisconsin, Minnesota, Iowa, Illinois and Michigan. Located at 372-4-6 Milwaukee street, Milwaukee.

Poppert-Neville Co.

Established in 1909 and located at 505-507 Cedar street. One of Milwaukee's new and enterprising concerns. Equipped with the latest modern machinery throughout, they can, on short notice, turn out heavy or light pattern work. Their territory extends over the United States, Canada and Mexico.

Milwaukee Yacht & Boat Co.

The Milwaukee Yacht & Boat Company was incorporated November last. A new plant is being erected and will be equipped with the most modern machinery. This plant will be devoted exclusively to the building of high grade boats of all types.

Milwaukee Bag Co.

Manufacturers of plain and printed cotton, burlap, and paper bags, also importers of burlap. This firm has a reputation for the highest grade of bag printing, which secures a large amount of trade for them throughout the United States and Canada. Located at 206-32 S. Water street Milwaukee. Established in 1888.

Milwaukee Paper Box Co.

Located at 400 Florida street, Milwaukee. This firm was established in 1903. They manufacture candy and made-up boxes of all descriptions, also mailing tubes.

John Meunier Gun Co.

Established in 1844 and located at 272 West Water street, is one of the largest sporting goods houses in the Northwest. Their territory extends over the states of Michigan, Wisconsin, Minnesota, Iowa and Illinois. They make a specialty of the highest grade of guns.

Hamm Bros. Produce Co.

One of Milwaukee's most progressive commission concerns is located at 530-32 Poplar street. They do a general commission business.

L. Loewe Co.

High grade cutlery and barber supplies. One of the largest houses in this line in Wisconsin. Established in 1862, and located at 300 Third street, Milwaukee. Business territory, Wisconsin, Michigan, and Illinois.

Huebsch Laundry Co.

Milwaukee plant located at 524-526 Jackson street. This firm, of eight brothers, controls and operates the largest and most complete chain of laundries in the West. In addition they are the patentees and manufacturers of a great many labor-reducing laundry machines.

MILWAUKEE PLUMBING AND HEATING SUPPLY CO.

Dealers and Jobbers of PLUMBING AND HEATING SUPPLIES.

WE SELL AT WHOLESALE PRICES TO ALL. GOODS ARE FIRST CLASS AND GUARANTEED.

240-260 MADISON ST. MILWAUKEE, WIS. TEL. SOUTH 2450

American Granite Co.

Located at 15th and Cleveland Aves. Wholesale manufacturers of monuments, paving blocks and crushed granite. Their quarries are located at Lohrville, Wis., where the "Wisconsin Mahogany Granite" is quarried, and at Granite Heights, Wis. Their granite is shipped over the whole United States.

Badger Meter Mfg. Co.

Do business in all parts of the United States. The firm was established in 1905. They are pioneer water meter manufacturers in the West and the only company west of Buffalo, N. Y.

Fairbanks-Frey Engraving Co.

Make a specialty of drawings and cuts for catalogs, and feature advertising for newspapers and booklets. They run one of the best equipped engraving plants in the city. Established in 1909. Located at Manufactures Home Bldg., foot Mason St. Territory, Wisconsin, Illinois and Michigan.

The Mueller & Son Co.

The Mueller & Son Co. has manufactured cigar boxes, bottlers' boxes and shipping cases of every description since 1858.

The house enjoys an enviable reputation in the trade by reason of the superiority of its product and the service a well equipped plant assures.

Western States Envelope Co.

This company manufactures a complete line of envelopes in all sizes. Located at 311-13 E. Water street, Milwaukee, and established in 1908. Territory covered, Wisconsin, Minnesota, Indiana, Michigan, Ohio, Illinois, Iowa, and all the Western States.

Northwestern School for Stammerers

The largest and best school in the world for curing stammering by natural methods. Located at 915 First street, Milwaukee.

C. J. Litscher Electric Co.

Successors to Albert Smith, Incorporated, are continuing the business established by Albert Smith, deceased. Jobbing, electrical supplies in Wisconsin, Northern Illinois, etc. C. J. Litscher, president, and Fred E. A. Quarfot, vice-president, C. S. Worden, secretary, H. F. Boggis, general manager. C. J. Litscher, successful at Grand Rapids, Michigan, and looking for a broader field, organized this company as a Wisconsin corporation and will make his home in Milwaukee. E. A. Quarfot, well known in the territory for many years, will travel. Mr. C. S. Worden will look after the clerical work. H. F. Boggis, manager for Albert Smith three years, and twenty-three years with T. M. E. R. & L. Co., where he gained the necessary experience to handle the necessary details of the jobbing business.

Evinrude Motor Company

The Evinrude Motor Company, 279 Walker Street, manufacture the Evinrude Detachable Rowboat Motor.

This motor weighs but 50 lbs. Can be carried by hand in a canvas case and attached to the stern of any rowboat.

In four years this firm has expanded from a small shop to an extensive plant, occupying 42,000 ft. of floor. Their motor is used in every country on the globe and has been adopted for Coast Survey and other work by five nations. "Evinruding" has become a house-hold word.

The Western Film Exchange Co.

The Western Film Exchange of Milwaukee, has played an influential part in placing the moving picture on its present important basis; largely by their well-regulated and systematic organization of supply methods. Branch exchanges in the extreme east and as far west as Kansas City with other branches in prospect and the excellent nature of the films they furnish make their service both convenient and desirable to exhibitors in any section of the country.

BANKING AND INSURANCE

Merchants and Manufacturers Bank

Established in 1906. Located at 214-220 West Water street, Milwaukee.

Marshall & Ilsley Bank

Established in 1847, located at East Water street, between Wisconsin and Mason streets, Milwaukee. One of the oldest banking houses in Wisconsin.

First National Bank

Established in 1863. Located at 84 Wisconsin street, Milwaukee.

Germania National Bank

Located in the Germania Building, Milwaukee. Established in 1903.

National Exchange Bank

Located in the New Insurance Bldg., Milwaukee. Established in 1855.

Northwestern Mutual Life Insurance Co.

Located in the New Insurance Building, Milwaukee, one of the oldest insurance companies. Received its charter in 1857.

Northwestern National Insurance Co.

Fire, lightning and tornado insurance, established in Milwaukee, 1869.

German-American Bank

Located at Reed street and National Avenue, Milwaukee. Established in 1892.

Second Ward Savings Bank

Establish in 1855.

New building recently erected, West Water and Third St.

ESTABLISHED 1863 INCORPORATED 1898

Downey Heating and Supply Company

SUCCESSOR TO H. MOOERS COMPANY

Steam and Hot Water Heating Contractors

Dealers in Pipe, Valves and Fittings, and Engineers' Supplies
Steam Fitting and Machine Shop

613-615 CLYBOURN ST., MILWAUKEE. WIS.

The success of your shoe business, Mr. Dealer, depends on the satisfaction customers get from the shoes you sell them. You can't well afford to chance it with a poor or just passably good line of shoes. You want the easiest selling and best known line in this territory—the Mayer *Honorbilt* line—which will help you to a bigger and better business.

Mayer

FOR MEN WOMEN AND CHILDREN

HONORBILT SHOES

Mayer HONORBILT Shoes have acquired a tremendous prestige among consumers on account of their quality and their extensive advertising. You can reap the benefit by stocking the Mayer line. The more you investigate Mayer shoes and the benefits you get from the demand created by Mayer advertising, the more you will be convinced that there are big advantages in handling Mayer shoes.

F. MAYER BOOT & SHOE CO., MILWAUKEE

Rex Chocolates King of Bitter Sweets DELIGHT EVERYBODY AMERICAN CANDY CO.

Directory of Merchants and Manufacturers of Milwaukee

Accountants and Auditors

Marwick, Mitchell, Peat & Co.
Reilly-Everts Co.
Schneider, Henry
Young, Arthur & Co.

Adding and Calculating—Machines

Elliott-Fisher Co.

Advertising

BARNUM, F. G.
Cramer-Krasselt Co., The
Fischbach, W. M.
Johnstone, R. R.
Klau-Van Pietersom Co.
Koch, Otto J. Advertising Agency
Taylor-Walters Co.

Advertising Specialties

Jens, F. E. Co.
JOHNSTONE, R. R.
SCHWAAB STAMP & SEAL CO.
Seelman, Geo. & Sons Co. (Leather)
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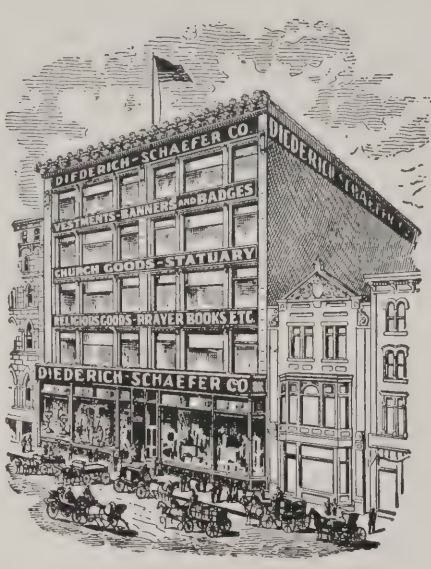

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Puritan Candy Co.
Weber, A. F.
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Weber, A. F.

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Wallber, Emil (German)

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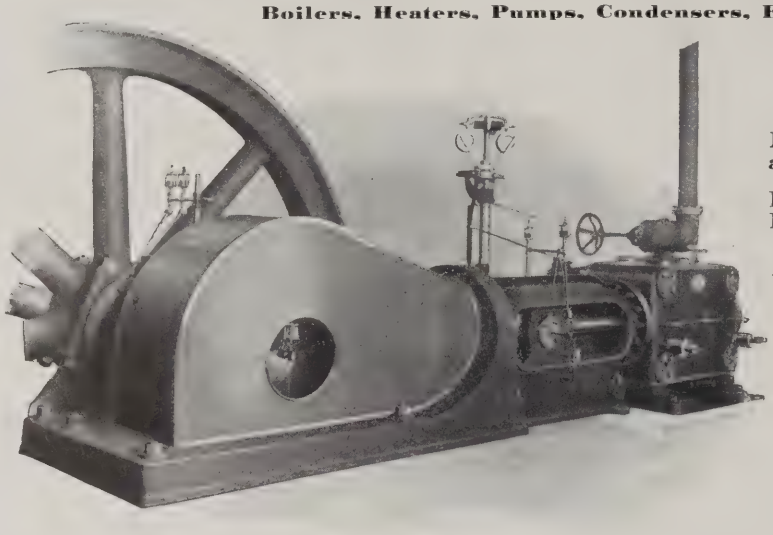

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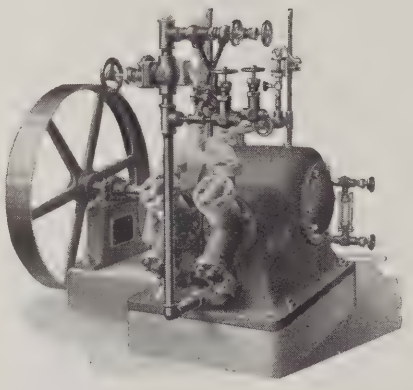

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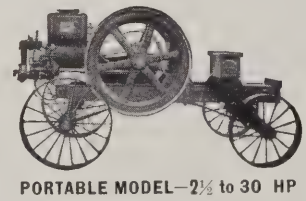

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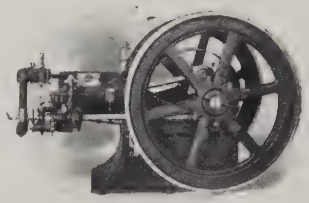

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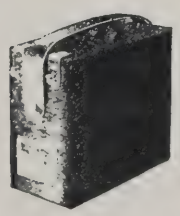

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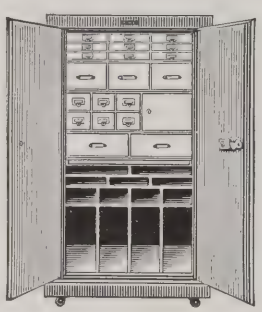

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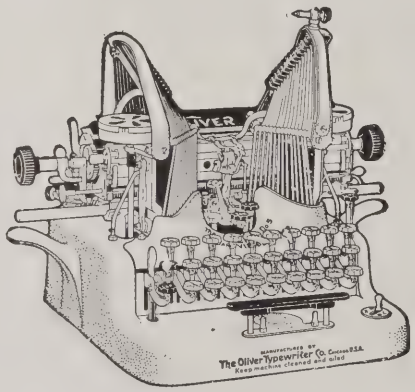

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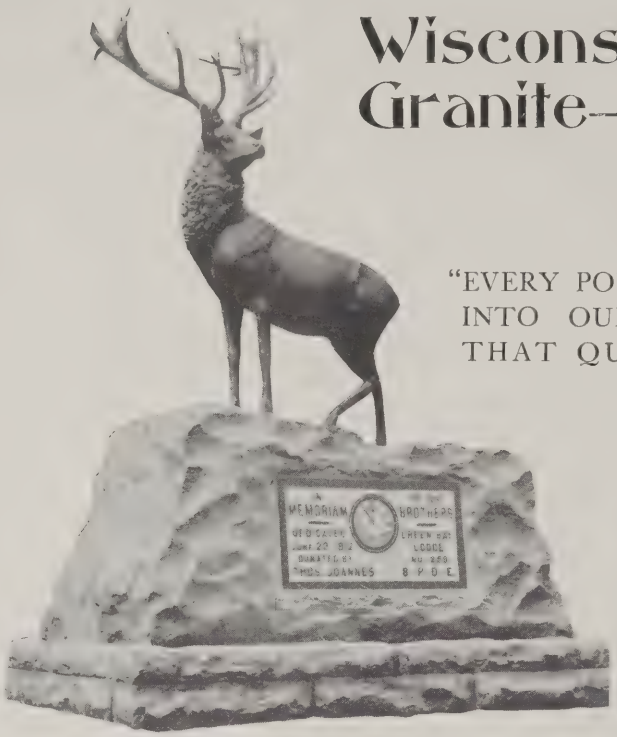

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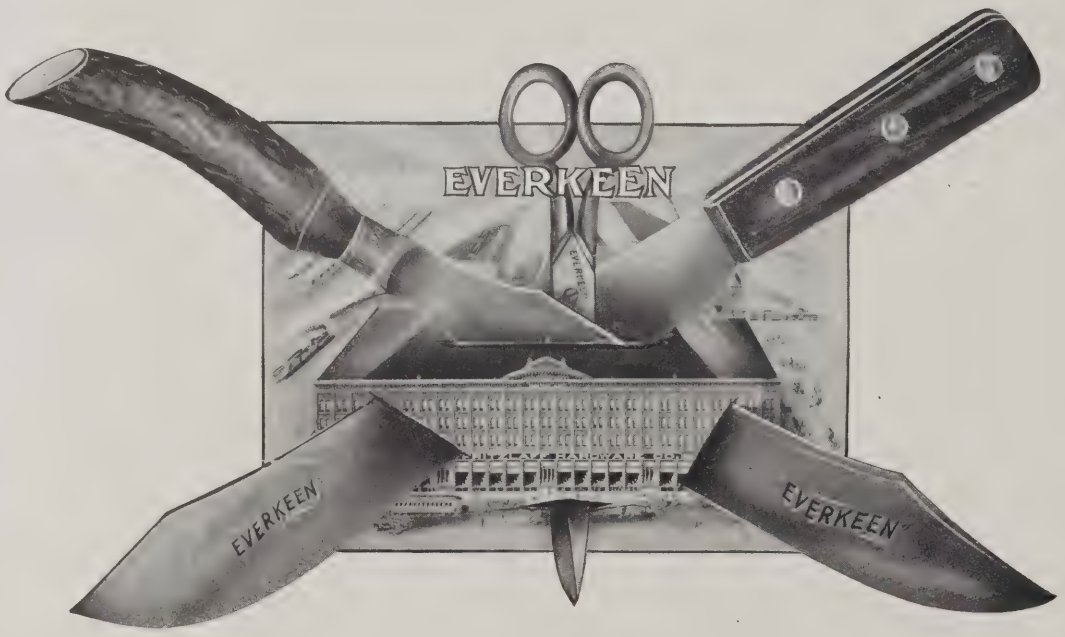

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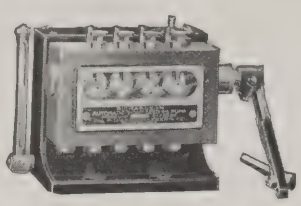

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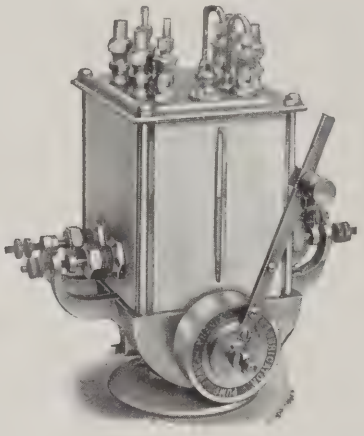

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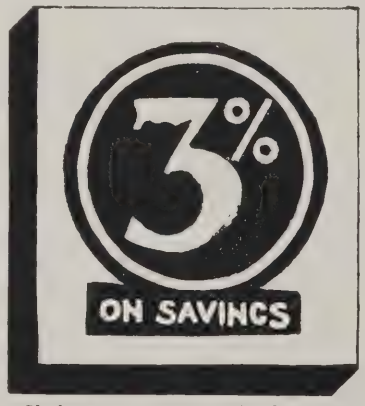

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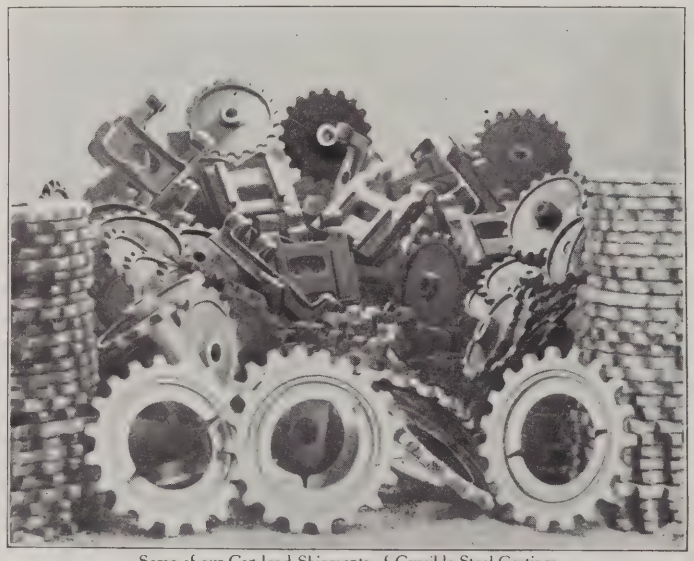

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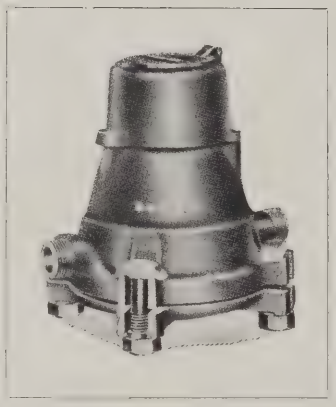

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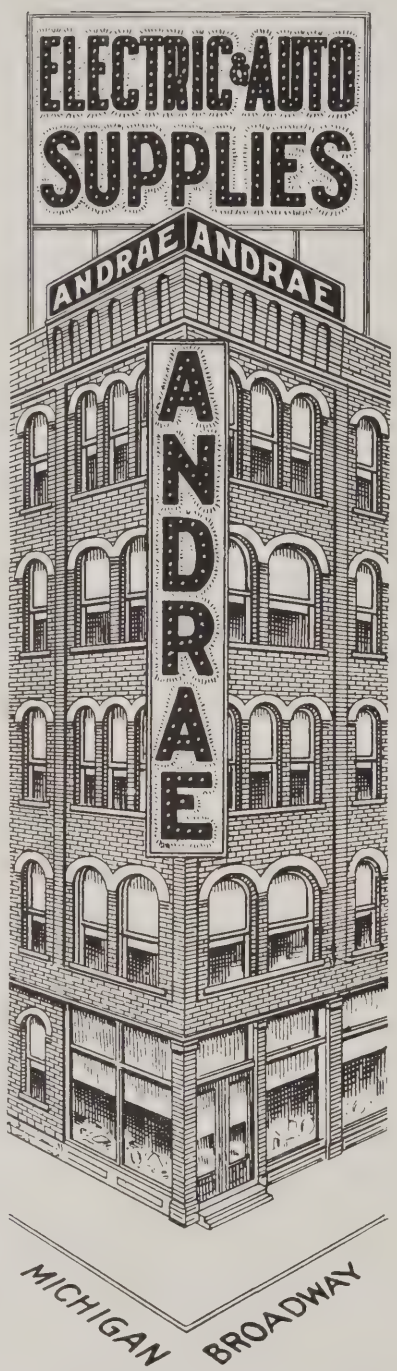

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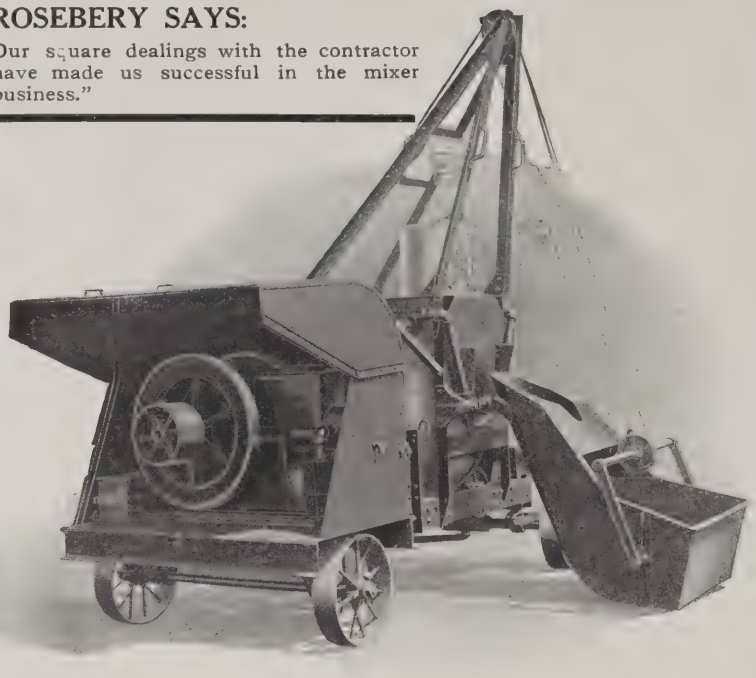

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The Most Handsome Leather Made for Fine Shoes

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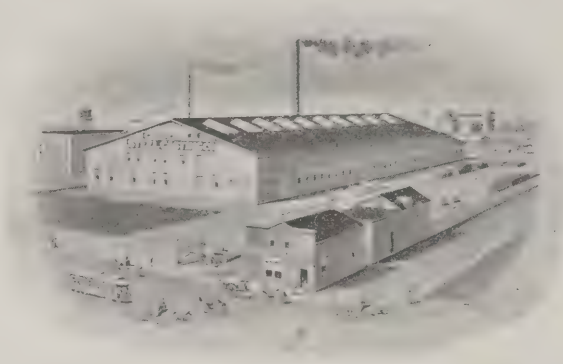

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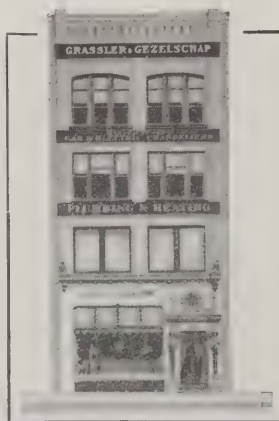

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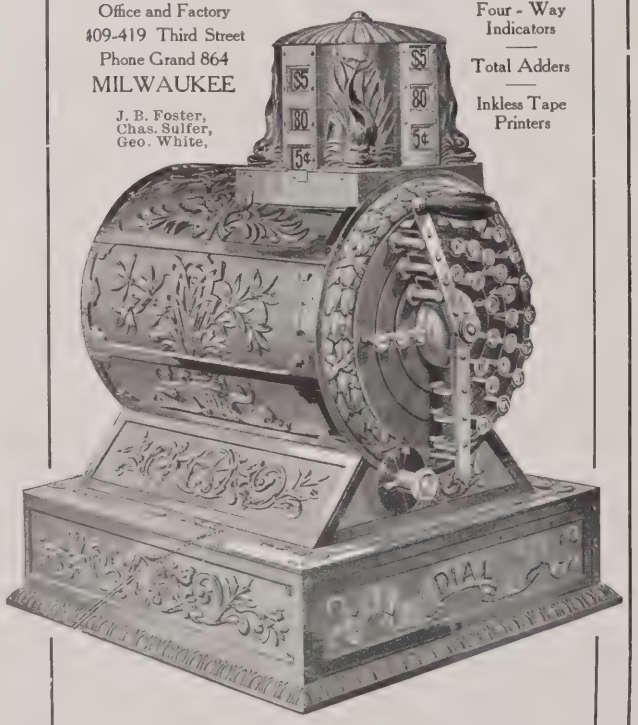

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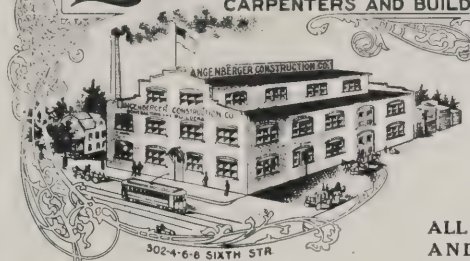

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ICE CREAM (Pasteurized)
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Steam and Hot Water Heating Contractors

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ORGANIZED IN 1857 | PURELY MUTUAL

The 55th Annual Report Shows the Following Transactions During 1912:

Death Claims Paid	$11,799,576.69
Endowments Paid	3,340,558.87
Dividends Paid to Policyholders	12,915,514.48
Surrender Values Paid	9,110,183.71
Loans and Investments Made	45,435,123.06
New Insurance Paid for	138,695,883.00

Total Insurance in Force $1,229,377,814

Increase $82,104,291

FINANCIAL CONDITION JANUARY 1, 1913:

ASSETS		LIABILITIES	
Loans on Mortgages	$159,182,168.99	Legal Reserves	$266,947,858.00
Bonds (Market Value)	79,344,820.00	Value of Installments	3,218,786.33
Loans on Policies	44,634,688.68	Claims, Taxes, Dividends Due, etc.	3,279,039.59
Real Estate	2,854,323.57	Deferred Dividends	8,700,999.63
Cash	3,534,247.87	Annual Dividends Payable 1913	9,653,785.00
Due and Accrued	8,213,788.78	Contingency Reserve	5,963,569.34
Total	$297,764,037.89	Total	$297,764,037.89

To the Public:

The Report of the President to the Board of Trustees and other Policyholders of the Northwestern shows important details of the above indicated transactions. The steady and healthy growth of this Company, characteristic of the previous years of its history, has been continued with the addition during 1912 of an increasingly large volume of new insurance applied for, thus indicating the very favorable opinion which the public has formed of the service rendered by the Northwestern to its policyholders.

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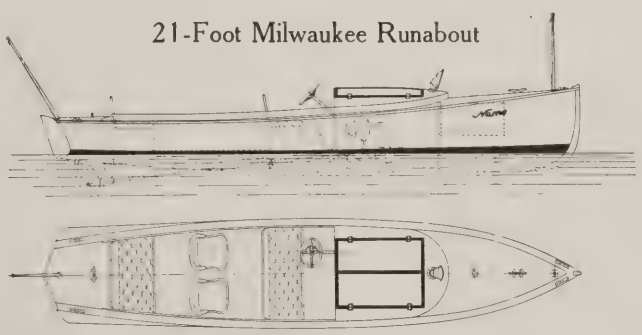

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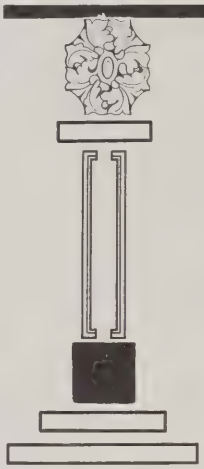

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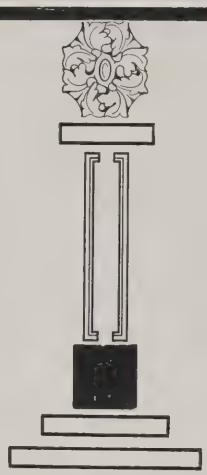

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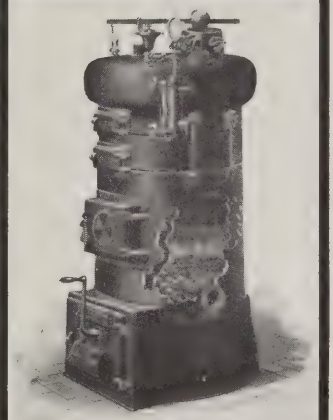

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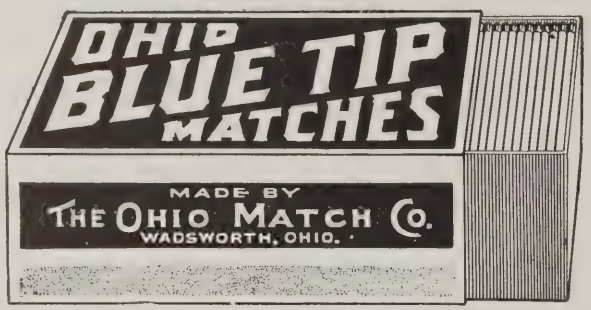

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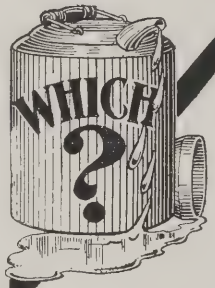

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SOUTH SIDE ROOFING CO. Inc.

GEO. DAMMAN, PRESIDENT

General Composition and Prepared Roofing

Mail Orders Promptly Attended to and Work Guaranteed

235 REED STREET
TELEPHONE SOUTH 272

MILWAUKEE, WIS.

The German American Bank *of Milwaukee, Wisconsin*

is prepared to transact all branches of banking, and it endeavors at all times to so conduct its affairs that its service will be a real benefit to its customers. Its methods and equipment are modern in every respect, and its officers and directors are men of tried judgment who are closely in touch with conditions in the territory which the bank serves. Your account will be appreciated and your interests carefully guarded.

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J. B. Whitnall, President
W. D. Gray, Vice-President
R. J. Schwab, Vice-President
E. A. Farmer, Cashier
R. L. Stone, Assistant Cashier
L. E. Kilian, Assistant Cashier

E. L. Wood
M. S. Sheridan
Wm. H. Graebner
H. J. Millmann
Wm. Geo. Bruce
F. A. Lange
Louis Dessert
Fred W. Niles

Main Office—National Avenue and Reed Street

Bay View Branch—
Lincoln and Kinnickinnic Avenues
Fred W. Niles, Manager

Mitchell Street Branch—
Third Avenue and Mitchell Street
H. J. Millmann, Manager

LOOK HERE! OUR NEW LABEL THE NESCO BOY
ON EVERY WANTED KITCHEN UTENSIL
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REGISTERED IN U.S. PATENT OFFICE
IS EVERYWHERE
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COMMERCIAL MILWAUKEE

19 14

YEAR BOOK
OF THE
MERCHANTS
AND
MANUFACTURERS
ASSOCIATION

BURDICK & ALLEN, PRINTERS, MILWAUKEE

S-FREY ENG. CO. MIL.

THIS BANK, on account of its many correspondents throughout Wisconsin, is in a position to handle your Wisconsin collections at the best rates and with exceptional rapidity and dispatch.

The First National Bank *of* Milwaukee

CAPITAL - - - -	$3,000,000
SURPLUS - - - -	1,000,000
UNDIVIDED PROFITS - -	270,000

Holeproof Hosiery
FOR MEN, WOMEN AND CHILDREN

For *business men* who walk a great deal; for *strenuous children;* for *women* who want *style* with more than a *day's wear*—Holeproof is the *logical* hosiery.

If any of these stockings or socks show holes within six months from the day you buy them, we will replace them free.

That is the Guarantee—signed by the dealer—that you get with every box of Holeproof.

Go see them today. Note their rich softness, their smooth, perfect style, and the range of fashionable colors.

For Sale in Milwaukee, by

Gimbels

and

Browning-King & Company

OF THE
VERSITY OF ILL...
20 MAY 1915

The Appreciated CHOCOLATES

The history of "Johnston's" can be correctly accepted as the authentic story of the art of making Candies of the Better Grade.

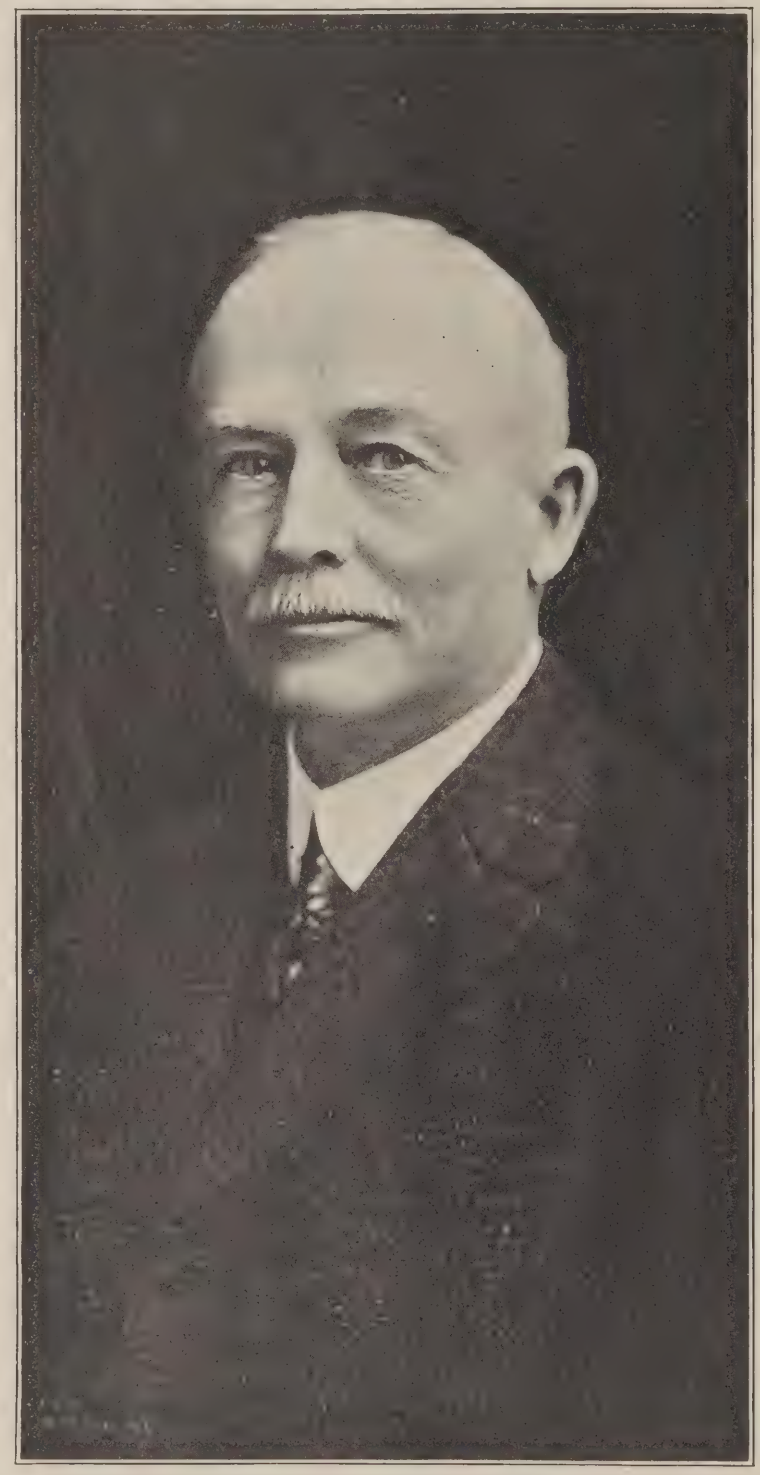
The name "Johnston's" stands for three generations of advanced Candy making.

Years of painstaking effort, the continuous use of the high ideals originally set by the founders of "Johnston's" together with a never ending desire to excel have made "Johnston's"

The World's Finest Confections

Johnston's

MILWAUKEE



Fred W. Rogers

PRESIDENT

of the Merchants and Manufacturers Association

WHOLESALERS AND MANUFACTURERS

DIRECTORY

YEAR BOOK

MERCHANTS AND
MANUFACTURERS
ASSOCIATION
MILWAUKEE

1 . 9 . 1 . 4

A COMPREHENSIVE LIST IN CLASSIFIED FORM OF MANUFACTURING AND WHOLESALE CONCERNS IN MILWAUKEE, TOGETHER WITH STATISTICS SHOWING ANNUAL VOLUME OF BUSINESS.

BURDICK & ALLEN, PRINTERS, MILWAUKEE

The Far West and Wisconsin

WILLIAM GEORGE BRUCE

HEN we cast our eyes to that great Empire which lies to the west of the Great Lakes we are impressed not only with the bountiful and lavish gifts of nature but with a breed of man that inhabits this vast territory and has made itself worthy of its opportunities and its blessings. The soil is rich in fertility and the air vibrant with life and action. Majestic mountains and broad plains inspire men to enterprises which are lofty in purpose and to projects which are extensive in scope.

Wisconsin has contributed the flower of her young manhood to that Empire. She is a mother state that has contributed more population to the great Northwest than she has received from all states combined; that rejoices in the achievements of her sons upon a new soil, where man grapples in earnest combat with the elements of nature that stubbornly resist his touch, calling victory after victory his own; where mind readily triumphs over matter.

There is then a connecting link, a bond of sympathy between the mother state and the young, vigorous and progressive states of the Northwest. The sons of Wisconsin wherever they may dwell may well be proud of the mother state, her progress and her prosperity. She has forged ahead in every line of activity and takes a proud place in the front rank of the great commonwealths of the Republic.

Home of Merchants and Manufacturers' Association of Milwaukee — Germania Building

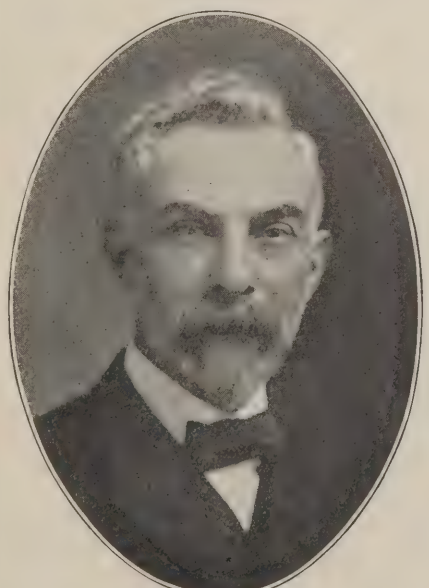
Milwaukee as a Commercial City

Harbor: It has the best harbor on the Great Lakes and is one of the leading ports of the Great Lakes in point of registered tonnage entering and clearing. It originates the largest tonnage of any city on C., M. & St. P. Ry. system of 8,721 mileage; second largest on C. &. N. W. Ry. system having 9,665 mileage. Railway belt line now completed and in operation.

Coal: The coal receipts are greater than those of any other lake port. One per cent of all the coal mined in this country is received at the Milwaukee port.

Jobbing: The jobbing and wholesale houses have extended their trade from ocean to ocean. Hundreds of varieties of goods, domestic and imported are sold and distributed to the northwestern country and Canada, and in part to the South and the East.

Insurance: Has the fourth largest life insurance company in the world. It also has several important fire insurance companies.



WM. GEORGE BRUCE
Secretary

JOHN L. KLINGLER
Vice-President and Chairman
Manufacturers and Jobbers' Committee

ROBERT L. FROST
Assistant Secretary

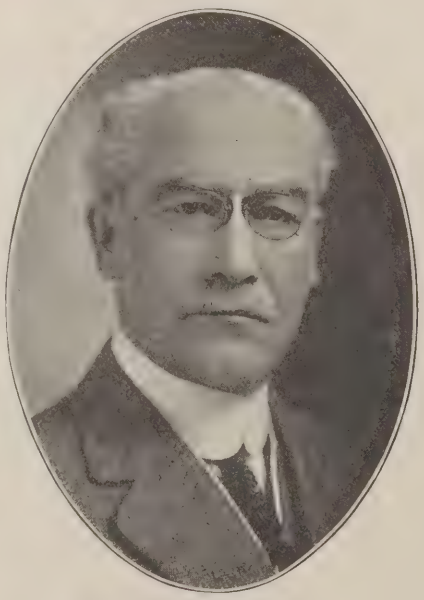
WILLIS L. CHENEY
Treasurer

EDWARD J. KEARNEY
Director and Chairman
State Committee on Apprentices

Conventions: It has an Auditorium costing $1,100,000.00, inclusive of the square of ground on which it is located, far superior to anything of its kind in the country, capable of accommodating the largest national conventions. Besides it is equipped with five smaller model convention halls accommodating in an ideal manner the average convention coming to the city.

Health: Figures furnished by the Health Departments of other cities, show conclusively that Milwaukee has the lowest death rate of any of the larger cities of the United States. Its drinking water is drawn direct from Lake Michigan.

Homes: Is essentially the "city of homes." Second to no other city as a place of residence afforded by the elevations which surround the city. The percentage of laboring people who own their homes exceeds that of any other city of the Union. It has no congested slum or tenement districts.



WILLIAM MacLAREN
Director

A. T. VAN SCOY
Director

GEN. OTTO H. FALK
Director and Chairman
Committee on National Affairs

ROBERT H. HACKNEY
Director

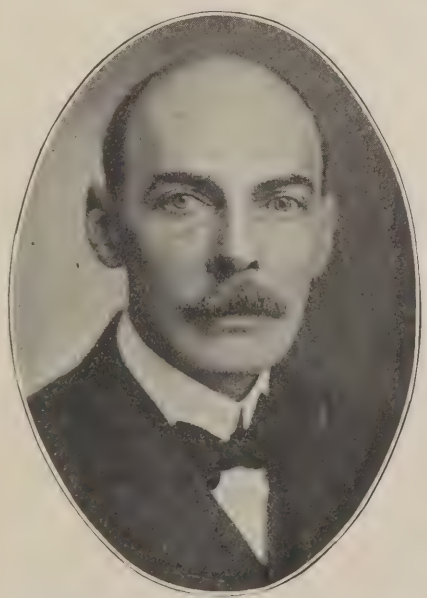
Parks: The park system is the admiration of all visitors. Every section of the city has its own park. Its residence streets are especially beautiful, many being over-arched with maple and elm trees.

Resorts: Within a few minutes ride Whitefish Bay, the most beautiful resort on Lake Michigan, is reached. Within fifty minutes ride the famous Waukesha Springs is reached. Within two hours hundreds of Wisconsin's most beautiful lakes are reached. Trains and suburban cars at all hours.

Milwaukee as an Industrial City

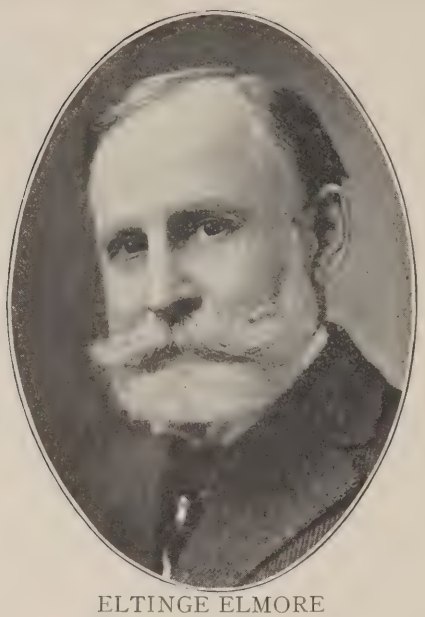
The value of the year's production (1913) for the ten leading industries was as follows:

1. Iron, steel and heavy machinery.....$46,519,509
2. Packed meats 30,500,000
3. Leather and tannery products..... 27,694,000
4. Beer and malt tonics..... 25,381,615



ALBERT FRIEDMANN
Director

WM. C. MIDDLETON
Director



ELTINGE ELMORE
Director and Chairman
Retail Merchants' Division

OSCAR LOEFFLER
Director

5.	Building material	20,903,974
6.	Boots and shoes (factory)	12,875,600
7.	Electric and telephone supplies	12,400,000
8.	Agricultural implements	10,500,000
9.	Railroad equipment and supplies	9,440,800
10.	Hosiery	9,000,000

Followed by 75 other important industries, aggregating a total production of $420,116,266 last year, giving employment to 130,388 men.

Machinery: It has the largest machinery construction shop in the world.

Car Works: The third largest locomotive and car works in the United States.

Tanneries: Its tanneries are the greatest in the world.

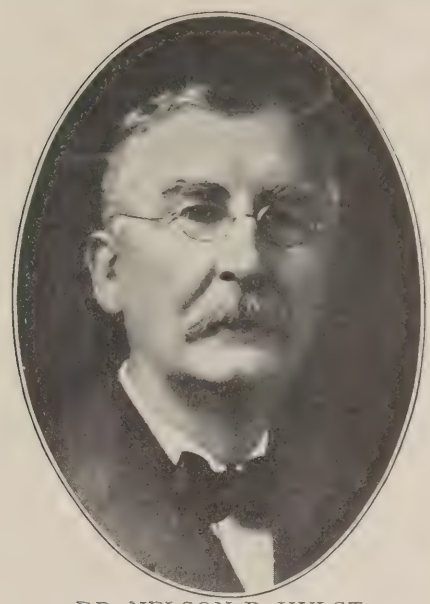
Enameling: It is the largest tinware and enameling producer, and has the largest single enameling plant in the world.

Breweries: It has the largest breweries in the world.

CHARLES N. TURNER
Chairman, Transportation Committee

ADAM J. MAYER
Director

E. J. HUGHES
Chairman, Auditing Committee



DR. NELSON P. HULST
Chairman, Public Charities Committee

Flour: Its flour output is the second largest in the United States.

Sawmills: It manufactures 75 per cent of the heavy sawmill machinery made in the United States.

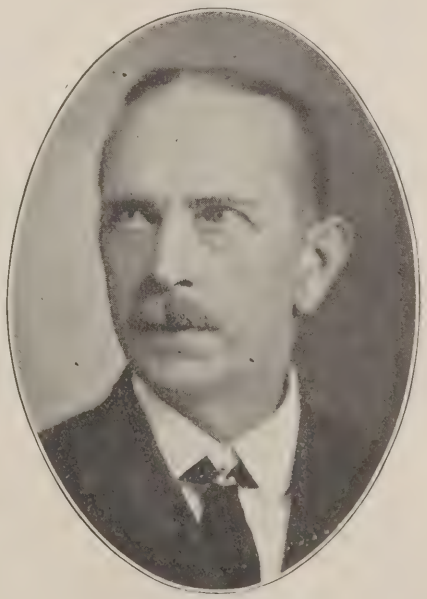
Dredging Machinery: Milwaukee machinery dug the Panama Canal.

Milwaukee—The Great Lakes and Rail Center

Industrial: The ninth largest in the list of manufacturing centers of the United States. A skilful, industrious and peaceful labor constituency. The supply of raw material at convenient proximity; fuel at low rates; the finished product shipped economically to the four ends of the world.

Commercial: The metropolis of Wisconsin, one of the most resourceful states in the Union. The great receiving and distributing center for the agricultural, lumber, mining and dairy products of the state. Ranks eighth in American cities on exports; fourteenth on imports.

C. H. KELSEY
Secretary, Legislative Committee



A. M. CAMPBELL
Secretary, Traffic Bureau

JAMES A. FETTERLY
Manager, Credit Bureau; Agent, Investigation Bureau, and Secretary, Retail Merchants' Division

WM. LUEBKE
Assistant Manager, Credit Bureau

Shipping: The largest receiving port and one of the greatest land and rail exchange points on the Great Lakes, connecting the water route to the East with the rail lines to the West and Northwest. The inner harbor consists of three large rivers, the Milwaukee, the Kinnickinnic and the Menominee, all affording twenty miles of dockage and ample connections with railroad warehouses and manufacturing plants.

Civic: The most orderly and law abiding city in the nation, having a smaller percentage of crime and vice than any other. It has the lowest death rate, making it the most healthful city in the United States. The last annual report of the Health Commissioner declared Milwaukee to be "a community free from epidemics, pestilential or contagious diseases."

Educational: The standard of its school system is the highest. It maintains a great university, several colleges, and is the first American city to maintain well equipped schools of trades, two academies, the State Normal school, in connection with the public schools.

Milwaukee Facts and Figures

Population, 400,000 (eleventh largest city).
Area, 24¼ square miles.

Total number of manufacturing plants	3,175
Total number of employees	130,388
Amount of wages paid 1913	$ 82,327,412.00
Amount of capital employed	269,308,659.00
Value of year's production, 1913	420,116,266.00
Bank assets for 1913	114,425,729.70
Coal receipts, 1913	5,250,000 tons
Wholesale and jobbing trade, 1913	453,525,000.00

Bank clearings for 1913, $782,624,435.55. Increase over 1912 was $53,863,441.67.

Wheat receipts, 1913, 7,218,500 bushels.
Total grain receipts, 1913, 58,000,000 bushels.
Post office receipts for 1913, $1,873,561.02.
Automobile mail delivery and collection.
Park area, 893 acres.

Public Library and Museum, 1,162,179 volumes and specimens.

Street car mileage, 147 miles; interurban, tributary to Milwaukee, 245 miles. Principal street railway carried 137,476,229 passengers in 1913, an increase of 4,836,192 over 1912.

Location: Milwaukee is the metropolis of Wisconsin, one of the largest and most productive agricultural states in the Union. It is located on Lake Michigan and has one of the best harbors on the Great Lakes. It lies eighty-five miles north of Chicago and three hundred miles east of St. Paul and Minneapolis. It lies between the commercial East and the agricultural Empire of the West.

Public Utilities: The rates for water, gas and electric power and light are most reasonable. The city administration maintains a helpful attitude towards all industrial enterprise. The police and sanitary protection is efficient. The fire protection is also excellent and consequently insurance rates are low. Street car facilities are adequate in that they penetrate all sections of the city. The newer factory districts are immediately adjacent to the city, enjoying all the city conveniences.

Healthful Homes: The commercial and manufacturing interests are located in the central and valley sections of the city, while the home districts are located upon the elevations which surround them. The drainage is perfect. The water supply is taken from Lake Michigan which compares favorably with the waters which come from the Waukesha and other famous springs. The water rates are exceedingly low.

Made in Milwaukee: The manufactured products of Milwaukee enjoy a prestige throughout the United States, largely because of the fact that every manufacturer here has stood for high standards of production and honorable business methods. This policy has been beneficial to the entire industrial interests of the city. The prestige thus created has in itself been an asset. Besides this a friendly, co-operative spirit among manufacturers has been mutually helpful.

A Greeting to the West

By FRED W. ROGERS,
PRESIDENT MERCHANTS AND MANUFACTURERS ASSOCIATION

NO section of this great Nation typifies the true American spirit in a more eloquent, picturesque and imposing manner than does the great West. It represents every phase of our national existence from the pioneer beginnings, the fierce struggle with nature and the application of human ingenuity in subjecting the elements to the touch of man and utilizing them for the achievements of an advanced civilization.

The tide of population which has steadily rolled westward, from the time the Pilgrim fathers landed until the present hour has not only crowded the border lines before it and created great cities to mark its trail, but has grown contantly with each succeeding generation in human understanding, intelligence and efficiency.

Aim and Application

No type of men ever entered a new country with better mental and physical equipment to wrest from nature those hidden treasures and those undeveloped blessings, which make for prosperity and for happiness, than those of the West. No type of men ever displayed a greater power of imagination, endurance and direction, or ever invested their purpose with more intelligent aim, hard labor and sane application.

The treasures of the mine, the forest, the soil and the waters yielded to their will. They compelled the elements of nature to respond to their touch. They dug deep and reached high. They entered the depths of the earth to wrest from its rocks the precious metals; they entered the forest and subjected its bounties to the uses of man; they harnessed the mighty torrents which swept the mountain sides and led them into arid lands. The mechanic arts were enriched with raw materials. Dreary plains were transformed into pastoral scenes. Science became the handmaid of labor, physical courage and daring was directed by deliberate thought and circumspection, enterprise and energy was prompted by vision and keen foresight. The wants of man-

kind were met by an enlarged store of supply; civilization was enriched by added forces and activities.

The writer speaks with more than an ordinary sense of appreciation. He battled with obstinate conditions upon the western plain, encountered the privations and hardships of an undeveloped country, shared in the hopes and aspirations of its people, and saw the boon of victory finally gleam through the perspiration of heated brows and the pulsation of anxious hearts.

Contribution to Nations Greatness

It was the ingenuity of determined manhood, of brawn and of muscle and of an abiding faith, that turned defeat into victory; that transformed a wilderness into a magnificent Empire.

Why are not we of the Middle West and the East entitled to entertain a just pride in the achievements of our brothers in the Far West. We are of kindred blood; sprung from the same loins, descended from a common ancestry, with like traditions and like heritage.

The greatness of a nation rests upon the efficiency of its integral parts and the sum of their achievement. In serving mankind to the highest degree all opportunities and possibilities must be realized, standards of life and living must be elevated, education and morals must be strengthened, contentment and happiness must be promoted. If this be true then the West has contributed its full share to the glory and grandeur of that Nation of which it is an integral and important part.

Let us then hail the noble sons of the West; may they continue leaders in the great march of progress, continue in their masterful effort to add to the power and prestige of our great nation, to further the prosperity and well-being of our Great Republic.

The Modern Trade Excursion

By JOHN L. KLINGLER,

VICE-PRESIDENT MERCHANTS AND MANUFACTURERS ASSOCIATION, AND CHAIRMAN OF ITS MANUFACTURERS AND JOBBERS COMMITTEE

THE trade excursion is an expression of one of the phases of modern commercial enterprise. It brings the merchant or manufacturer and his customer who may reside at a distance into personal contact. In fact, the head of the wholesale house or manufacturing plant goes out himself to give his customer, the dealer or the retail merchant, a friendly call in his home town and in his own place of business.

Both buyer and seller meet for a friendly visit and derive a benefit from this contact. The traveling salesman has been the connecting link between the two. The buyer may have known the seller in name only, but now he meets him face to face and adds that personal touch which is an important factor in all ordinary business relations.

Friendship and Business

Quality, price and personal preference are, of course, controlling elements in the sale of products but the elements of friendship and personal contact always have been and always will be, important factors to be dealt with. The salesman who enjoys the confidence and friendship of his customer will have an advantage over the competitor who is a stranger or who may lack that personal quality which inspires confidence.

It is sometimes said that where business begins friendship ends. The fact is that friendship paves the way for business, it makes for that human equation which draws men to each other rather than separates them.

The Train Equipment

The Special Train of all steel construction will consist of four compartment sleepers, one diner, buffet, baggage, and observation cars and a private car for the railroad officials. The sleepers are of the compartment type with lavatory enabling the passenger to secure privacy and seclusion in securing rest and sleep whenever desired.

The diner will serve substantial meals only. Fresh dairy products and vegetables and fruits in season will be supplied throughout the journey. The daily menu has been arranged for by the committee and provides for proper and wholesome food. Well known mineral waters only will be served. Refreshments will be served in the buffet cars until midnight when all passengers must retire.

To insure proper rest and comfort for the large special force of employes a comfortable tourist car will be provided. The baggage car will be loaded with food supplies, advertising matter and general traveling baggage.

Administration of Train

Each sleeper will be in charge of a committee member who will keep a record of his passengers, attend to any special wants they may have and make the official announcements regarding the program for each day. Each dining car will also be in charge of a committee member who will see to it that the service is up to the required standard.

The Chairman of Manufacturers and Jobbers Committee, will direct the general administration of the train service, and will be in constant touch with the conductor and the higher officials who accompany the train, and agree with them upon any deviation from the regular travel schedule which circumstances may necessitate.

Local Programs

With the assistance of Secretary of the Association the chairman will also arrange for the participation in the several programs in the cities to be visited. These, of course, are subject to local conditions and must conform to the plans and wishes of the local authorities.

Sufficient time must be provided for the participants to visit their present or prospective customers. Attention must also be given to the receptions or other forms of entertainment provided by the local committees. Proper responses must be made to official or formal greetings. The speakers for the association are selected by the chairman and executive officers taking part in the trip.

Distribution of Advertising Matter

The Association will distribute 10,000 copies of a handsomely illustrated souvenir book showing the principal public and private buildings of Milwaukee, including business blocks and factory plants, schools and churches, parks and boulevards, together with historic and descriptive reading matter. In addition to these books the Association will distribute 25,000 souvenirs in the shape of American flags.

The business firms represented on the trip will also distribute souvenir advertising matter comprising a great variety of unique articles, some ornamental, many useful—all worth having. The value of this advertising matter will exceed the sum of $25,000.

Advertising Milwaukee

Aside from the benefits which may accrue to the individual firms that participate in the trip as a trade promotion enterprise, there is a value or advantage in which the entire business community will share. The city is well advertised in the sections which are visited and if advertising a city, as a whole, possesses any value, then that value goes to an entire city and not only to any particular fraction thereof.

Milwaukee has grown into one of the greatest industrial centers of our great country—one that sends its products to the four ends of the world, and has assumed a commercial and financial standing second to none of the foremost manufacturing centers of America, likewise ranking as one of the best governed communities.

The slogan "Made in Milwaukee" is today recognized throughout the business world as meaning the best to be obtained and the emissaries who have this at heart go out on this trip to further exploit this well earned reputation.

A Typical American City

The Story of Milwaukee and Its Characteristics

A MODEST Indian village nestled at the fork of three rivers which empty into Lake Michigan, has grown into the eleventh largest city of the United States. Since the time when the first white man came to this village to trade with the Indians for animal skins and furs, and give them useful and ornamental trinkets and the first coin they had ever seen, eighty odd years have elapsed.

The village was Milwaukee, situated eighty-five miles north of Chicago. The first white man was Solomon Juneau, a young French Canadian, who remained to grow up with the village until it became a city and to serve as its founder, Mayor and first citizen.

The Elements of Growth

The outline thus given would apply to many other villages that will remain nothing more than villages. There must then have been a germ of growth that led to the creation of a city with 400,000 souls, monster industries, gigantic commercial and shipping enterprises and laudable civic and educational institutions.

What was this germ of growth? Answer: Location and population. The broad sheet of blue waters and the rolling waves as they lashed the shores, appealed to the eye of the primitive man. The wooded rivers served his convenience. The modern white man is subject to the instincts of the primitive man. He, too, loves to linger where his vision may extend to a horizon of water and sky.

The scenic charm which had fascinated the Indian had an even greater attraction for the white man. He saw the beauty of nature's handiwork, but he also realized the utilitarian aspects of the scene before him. Here were the possibilities for a great harbor, for commerce and trade and its connections with other port cities on the Great Lakes.

But, location was not all. The men and women who came to make their permanent abode here possessed qualities that made for thrift, for growth, for

progress. They saw the possibilities. They were industrious, frugal, enterprising and God-fearing. They were primarily builders of homes, of ships, of factories, and of stores, and incidentally thereby became the builders of a great city as an integral part of a great state and a greater nation.

The Coming of the Immigrant

After the Indian had located the site and the Frenchman had determined that it would suit the white man equally well, there came one day several Yankees from New England. They were young and ambitious. They had the commercial instinct and believed in buying and selling. More Yankees followed. Then came young New Yorkers. Some of them were sailors and ship builders, others were mechanics and farmers.

The village grew from day to day until the red man concluded to recede to the north. He required more seclusion and primitive quiet. A thrifty population had come. Some remained in the village, others resorted to agriculture. Ships began to connect the little Milwaukee with an outside world. The farmer began to exchange products with the merchant; the merchant employed the sailor to carry the product of the mechanic to an outside world and to bring back to the village the products of that world. The foundation for an era of trade and commerce, for government and education was laid.

It was not until the early forties that there came that splendid stream of immigration from Germany, Ireland and the Scandinavian countries that turned the State of Wisconsin from a wilderness into a veritable garden spot and destined Milwaukee for a great metropolis. The impetus which came with this population led to industrial and commercial enterprise and to civic and educational undertakings that made for stability, steadiness of growth and for those admirable traits which have characterized the city and its population.

The German element soon predominated in point of numerical strength and now leads in the commercial and industrial activities of the city. Since then the city has acquired its Polish, Slavonian, Russian, Italian and Greek colonies and the sprinkling of foreign nationalities usually found in the larger centers of population of this country.

Topography and Environment

Milwaukee is nestled on the west shore of Lake Michigan upon high bluffs which slope inland and westward to a valley. The harbor entrance narrows into a river which extends westward through a valley for the distance of several miles. In this valley the great water and rail shipping interests, as well as large manufacturing interests are located. A branch of the river extends northward through the business section of the city and then extends for several miles into the country, narrowing into a modest stream. It runs parallel with, and a mile westward, of the lake. The greater portion of the river located within the city limits is docked and serviceable for heavy navigation purposes. There is also a south branch of the river, which is thickly

clustered with industrial enterprises and is navigable for the largest lake craft. Altogether there are twenty-two miles of docking.

The rivers traverse the valley districts of the city with sloping hills to the west and north. The stretch of land lying between the north branch river and the lake is high with a gentle slope to the west and south. The business and manufacturing interests are located in the valley, while the highlands form the residence districts.

At the extreme north and south ends of the city wooded stretches of land extend far into the lake and are known as North and South Points. These give the shore a circular scenic outline and serve to form a magnificent bay which may justly be compared with the Bay of Naples. The banks of the shore are terraced and complete a green frame work to a beautiful sheet of blue water. Its harbor is one of the best on the chain of Great Lakes and has an advantage over Chicago in that it is nearer to the extent of the distance between the two cities, in its lake traffic communication with the East.

Commercial and Shipping

Milwaukee's commerce and trade have assumed large proportions notwithstanding the fact that strong competition is encountered on the south by Chicago and on the northwest by St. Paul and Minneapolis. Its jobbers and wholesalers have forged ahead in every direction and have invaded successfully all the territory covered by the cities named.

Its wholesale dry goods, hardware, drug, grocery and millinery houses have manifested unusual price and quality and in that salesmanship which must go with every meritorious article. The volume of wholesale trade has reached the enormous sum of $453,000,000.

The shipping facilities, which connect Milwaukee with an outside world, are ample. It is connected with the Far West by two transcontinental roads, the Chicago, Milwaukee & St. Paul and the Chicago & Northwestern; with the North and Northwest by the Soo Line and with the East by the Great Lakes. There are thirty trains daily between Milwaukee and Chicago, thus enabling prompt connection with trains to the East and the South.

The water route transportation facilities enable connections with many lake ports and at the same time afford connections with Eastern railroads via carferries and the daily cross lake steamship lines.

The water borne commerce of Milwaukee has become most important. During the past year the tonnage was increased by a million tons, bringing the total to nine millions. This includes five million tons of coal, making Milwaukee the largest coal receiving port on the Great Lakes. A great quantity of this coal is re-shipped to the West and Northwest via the rail routes.

Industrial Activities

Here you find an industrial rather than a commercial city. Its financial and commercial institutions are important, but its manufacturing enterprises

rank with the largest in the country. The product which goes out of the workships and factories finds its way into all the civilized countries of the world.

Among the so-called industrial cities of the nation Milwaukee takes second place in the capital invested in manufacturing enterprises and in the value of the annual output. Pittsburgh takes first place.

An idea of the character and volume of production may be gained from the following list of the twenty-five leading industries:

Iron, steel and heavy machinery	$46,519,509
Packed meats	30,500,000
Leather	27,694,000
Beer and malt tonics	25,381,615
Building	20,903,974
Coal and coal products	24,425,000
Boots and shoes (factory)	12,875,600
Electric and telephone supplies	12,400,000
Agricultural implements	10,500,000
Railroad equipment and supplies	9,440,800
Hosiery	9,000,000
Distilled and rectified liquors	9,208,000
Malt	8,500,000
Cigars and tobacco	8,495,000
Flour	8,412,100
Paints and Varnishes	8,200,000
Sausage	7,500,000
Millinery and straw goods	7,025,000
Confectionery and chocolate	6,200,000
Woodwork, exterior and interior	5,750,000
Furnaces, stoves and heating appliances	5,537,000
Milk, butter and ice cream	5,500,000
Bread and bakery goods	5,495,000
Auto accessories and commercial trucks	5,494,000
Men's and boys' clothing	5,000,000

The total number of factory plants is 3,175; of men employed in the industries, 130,388; wages paid last year, $82,327,412; capital employed, $269,308,659; value of annual product, $420,116,266.

Made in Milwaukee

There is one other factor which has contributed largely to Milwaukee's rise in the industrial field, and that is the character of its manufacturers. They have lived up to certain standards of excellency. While competition has made its exactions they have, nevertheless, aimed at honesty and reliability in the quality of their products.

In some of its industrial achievements Milwaukee is distinguished from all other cities in the world; it has the largest single machinery constructing shop, the largest tinware and enameling manufacturing concern and the largest tanneries; leads in knit goods, shoes lithography and many other products; it manufactures 75 per cent of all the heavy sawmill machinery in the United States.

The label, "Made in Milwaukee," has been more than an empty phrase. It has carried with it the assurance that both quality and price are all that they should be. Every article bears the stamp of character and reliability. The manufacturer has taken a pride in his calling which has risen above the financial considerations involved. He has aimed at mechanical excellence. Inventive genius has been employed with success and the scientific achievements here are many and of a higher order.

This fact has been the means of giving this city not only a prestige in nearly all of its manufactured articles, but has also made it a leader in many important products. The reputation that has been gained in the field of industrial arts has not only spread throughout the United States, but has also reached many foreign lands.

Its Civic Characteristics

An inquiry into the social and civic life of the community reveals some peculiarities. There is not a single regulation, ordinance or law which compels the closing of the three thousand drinking places within its borders, for one single minute from one end of the year to the other. A sense of public decency closes them at the proper hour.

But this statement in itself would bear nothing of a remarkable character if it were not for the fact that the city has a lower rate of drunkeness than any other American city. At the opening of an educational convention held here a few years ago the writer, in welcoming the delegates, challenged them to find one single drunken man on the streets of Milwaukee during their week's sojourn. "If perchance you should find one," he said, "ask him whence he hails, and you will probably discover that he is a stranger in the city."

It is a noteworthy fact that drunkeness is a rare vice in this great home of breweries. The very fact that no restrictions are placed upon drinking places has apparently led to sobriety and orderliness. It has no congested slum or tenement district; its percentage of laboring people who own their own homes exceeds that of any other city in the Union. It abounds in civic societies and neighborhood clubs all striving for civic, social and educational progress.

American in Spirit and Action

The average American delights to dote on the bigness of things. He is filled with a strong sense of civic pride, and when he directs a stranger's attention to some one object in his home city it is because he believes that object to be greater, stronger or handsomer than anything else in the universe. Either an industrial achievement, a geographical characteristic or a human celebrity distinguishes his city from all others.

The smallest hamlet boasts of its singular features or its social oddities; the larger city prides itself upon its commercial, industrial and educational strength, and upon all things that are evolved as the result of rapid growth and sudden transformation.

An introduction to the city of Milwaukee may disillusion the reader in several particulars and surprise him in others. In some respects, at least, Milwaukee is one of the most unique cities of the American continent and not without positive interest to the student of modern tendencies in the larger municipalities as it offers an interesting paradox in the study of civics. It is at once intensely German, intensely American; German socially, American politically, industrially, commercially; two-thirds of the population can speak a foreign tongue and everybody is a Yankee in spirit, in motive, in action. It has more Germans than may be found in the average city of Germany, and yet it is as patriotically American as the city of Boston or Washington.

The Value of Organized Effort

It has been found by American cities that the enterprise and energy of individuals can be considerably augmented by co-operation of its commercial, industrial and professional factors. There are opportunities for promotion of local interests in every community—opportunities which cannot be fostered by single individuals on the one hand, nor by the municipal government factors on the other.

Milwaukee's most potent force in its civic and economic life is the so-called Merchants and Manufacturers' Association. Its membership is the backbone of the city. It makes for a greater Milwaukee, industrially, commercially and numerically; it makes for a better Milwaukee morally and educationally; it makes for a more beautiful Milwaukee physically and externally.

Its Aspirations and its Future

Among the Association's achievements of recent years are an Auditorium building costing a half million dollars, the establishment of a School of Trades, one of the first of its kind in the United States; a co-operative Credit Bureau, improved train service to and from the city, the establishment of new industries, the promotion of public improvements, the regulation of charities, etc., etc.—in brief, it promotes growth and development and crystallizes public sentiment in desirable directions.

What of the future? Will Milwaukee continue to grow numerically, commercially and industrially? The answer is decidedly in the affirmative. The necessary capital and brains are here. A peaceful labor market is found here. Industry, economy and morality are the distinguishing characteristics of our people. These are bound to win in the industrial field. The employer and employee have lived in comparatively peaceful and co-operative relations. The city is bound to grow in size, in strength, in virtue and beauty.

W. G. B.

City Hall

Milwaukee River North from Buffalo Street Bridge

East from City Hall

Grand Avenue West from River

Fourth Ward Park

East from Telephone Building

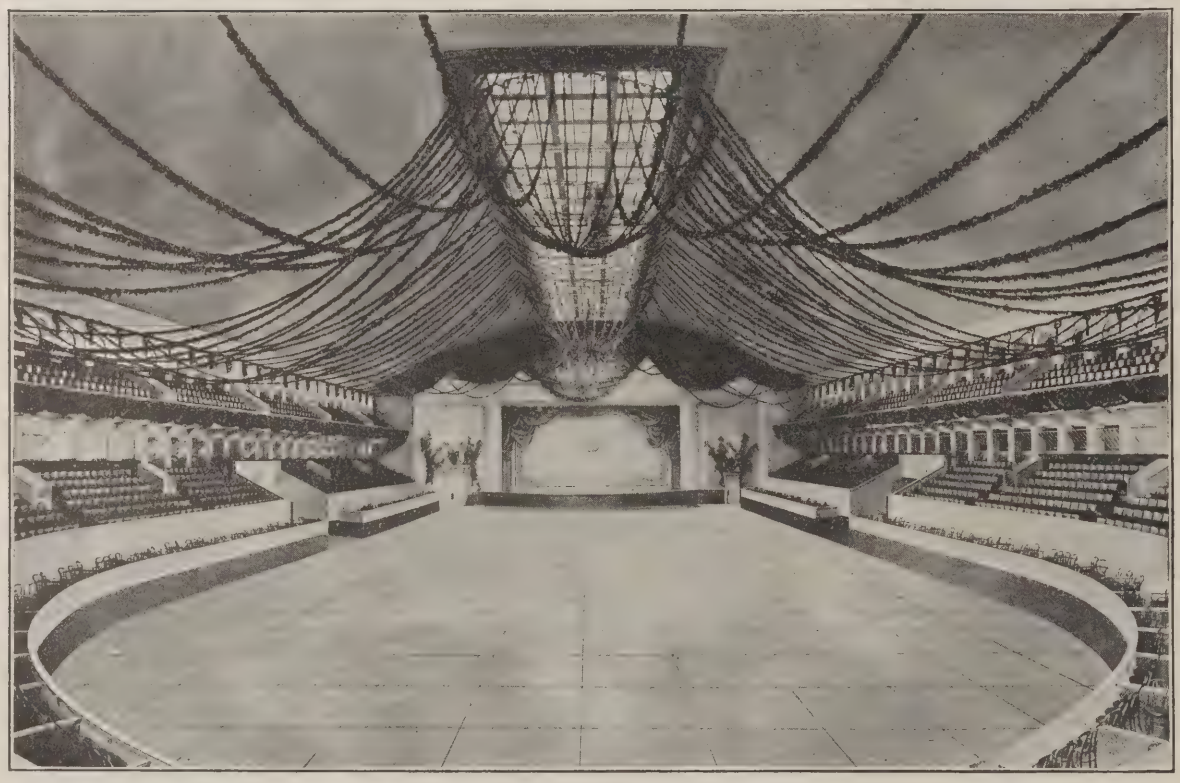
Wisconsin Street East from River

Looking South from Court House

Looking West from Court House

Post Office and Custom House

AUDITORIUM



INTERIOR OF AUDITORIUM

First National Bank

New Home of the Second Ward Savings Bank

Interior of Second Ward Savings Bank—Opening Day, Feb. 3, 1913

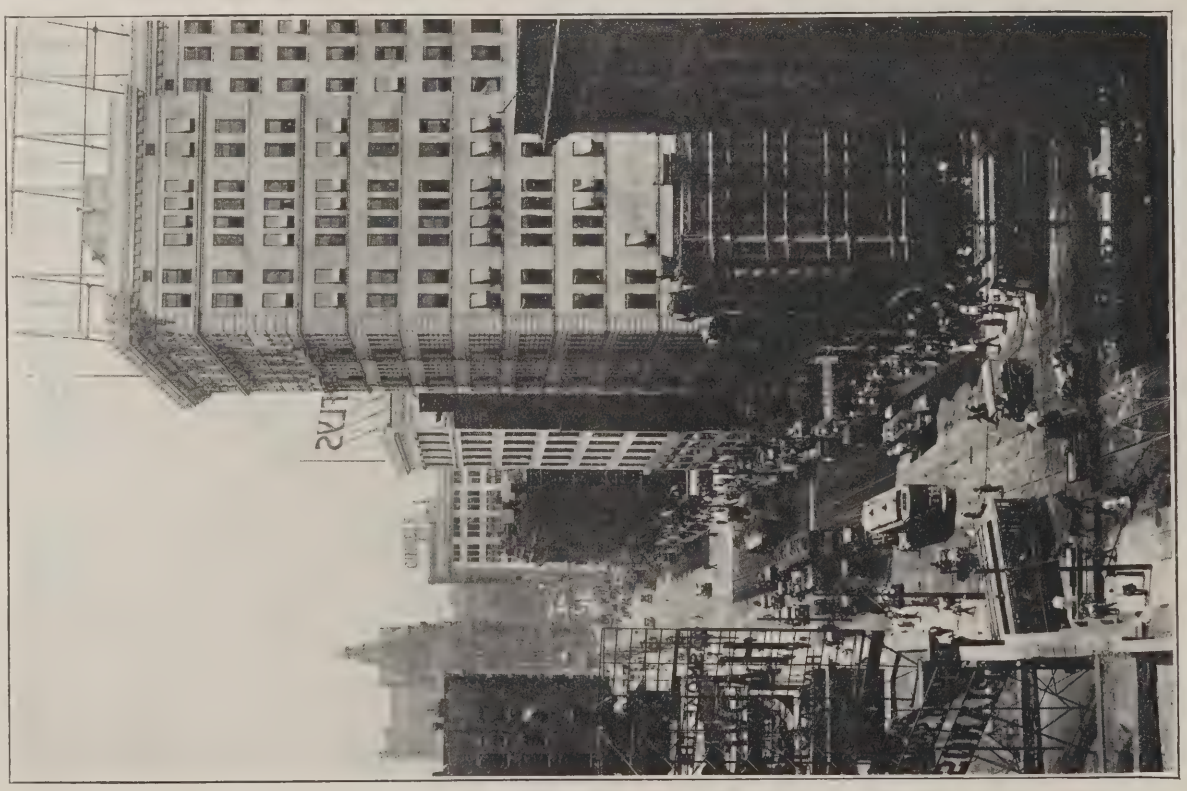
INTERIOR MARSHALL & ILSLEY BANK

State Normal School—Downer Avenue

Merchants and Manufacturers' Bank

Wells Building

Washington Park by Moonlight



Grand Avenue East from Third Street

MAJESTIC BUILDING

Washington Park—Goethe-Schiller Monument

Soldiers' Monument

Pabst Building—Owned by Wisconsin National Bank

Water Tower Park

Washington Park Zoo

PUBLIC LIBRARY AND MUSEUM

Juneau Park

Milwaukee Yacht Club

Layton Art Gallery

Lake Park

Washington Park

Chamber of Commerce and Mitchell Building

Kosciusko Park

McKinley Park—Bathing in Lake Michigan

JUNEAU PARK AND LEIF ERICSON MONUMENT

Milwaukee from the Bay

Newberry Boulevard

Wisconsin Street from Milwaukee Club to Pabst Building

University Club

Woman's Club of Wisconsin

Deutscher Club

Calumet Club

S. S. Christopher Columbus—Goodrich Transit Co.

GRAND AVENUE FROM EIGHTH STREET

Hotel Pfister

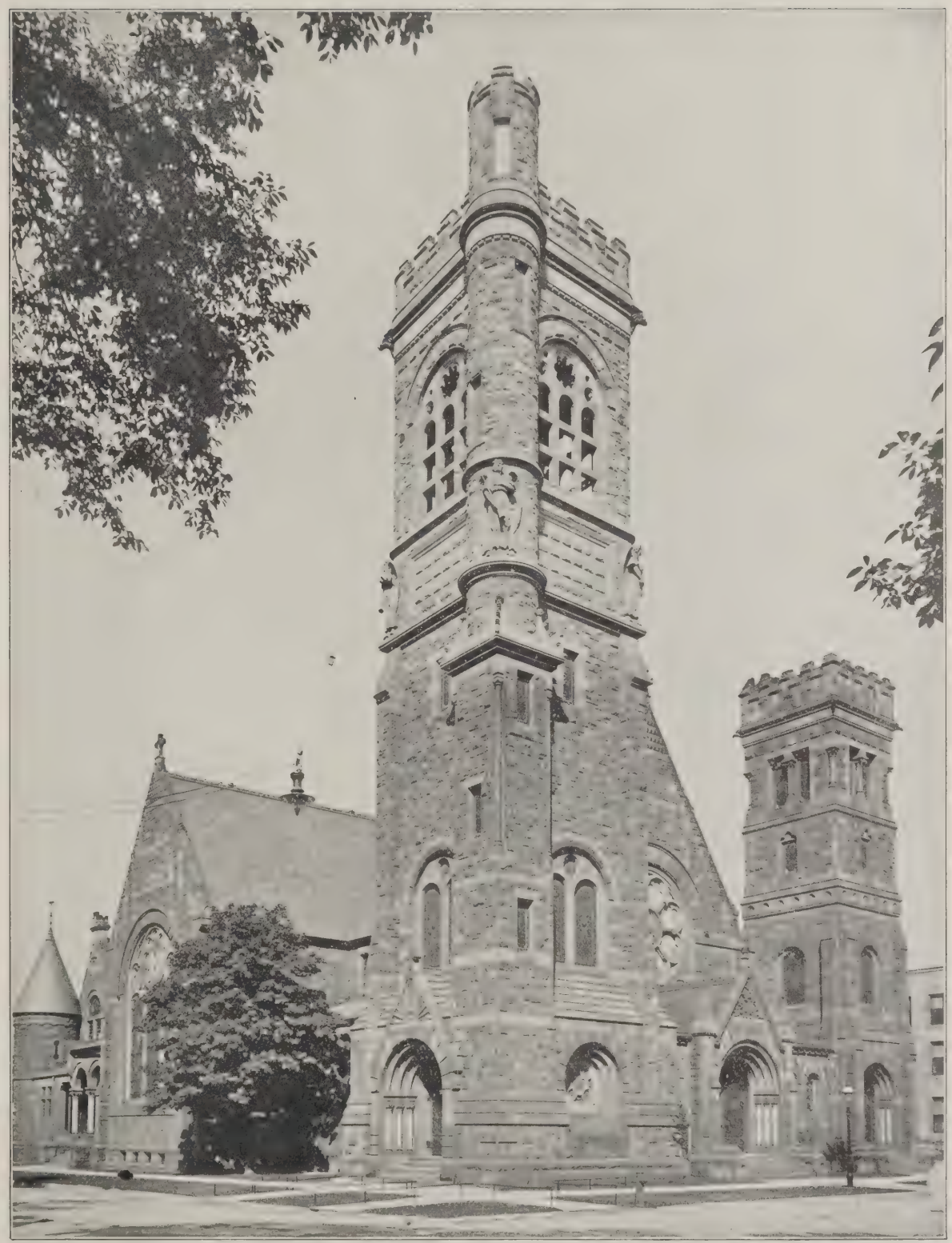
BROADWAY FROM MASON TO MICHIGAN STREET

HOTEL WISCONSIN—GRAND AVE. AND THIRD ST.

Kosciusko Monument

Immanuel Presbyterian Church

Westminster Presbyterian Church



St. Paul's Church

Summerfield M. E. Church

Wesley M. E. Church

St. John's Cathedral and Court House Park

IVANHOE TEMPLE—TENTH STREET

MASONIC BUILDING—JEFFERSON STREET

Y. M. C. A. Building

Building of the Northwestern Mutual Life Insurance Co.

Republican House

CHICAGO & NORTH-WESTERN RAILWAY STATION

GERMAN-ENGLISH ACADEMY

TEMPLE EMANU-EL

CHICAGO, MILWAUKEE & ST. PAUL RAILWAY STATION

NORTHWESTERN NATIONAL INSURANCE CO., MILWAUKEE, WIS.

Blumenfeld, Locher Co., Wholesale Millinery

MILWAUKEE BAG COMPANY.
MANUFACTURERS OF COTTON, BURLAP AND PAPER BAGS.
BURLAP IMPORTERS. BURLAP BY THE BALE OR PIECE.
BAGS FOR ALL PURPOSES, PLAIN OR PRINTED.
MILWAUKEE BAG COMPANY

Milwaukee Bag Co.

GOLL & FRANK CO., WHOLESALE DRY GOODS

Holeproof Hosiery Co.

Cudahy Bros. Co., Packers

The F. Mayer Boot & Shoe Co.—Milwaukee and Seattle, now occupy this formidable group of buildings in the manufacture and sale of Mayer Honor-bilt Shoes.

The Vilter Mfg. Co.

John Hoffmann & Sons Co., Wholesale Grocers

Milwaukee Corrugating Co.

R. J. SCHWAB & SONS CO.

MADE IN MILWAUKEE
BOILERS
GILT EDGE
FURNACES
R. J. SCHWAB & SONS CO.

ROUNDY, PECKHAM & DEXTER CO., WHOLESALE GROCERS

American Candy Co.

Gas Appliance Building and Main Office of the Milwaukee Gas Light Company

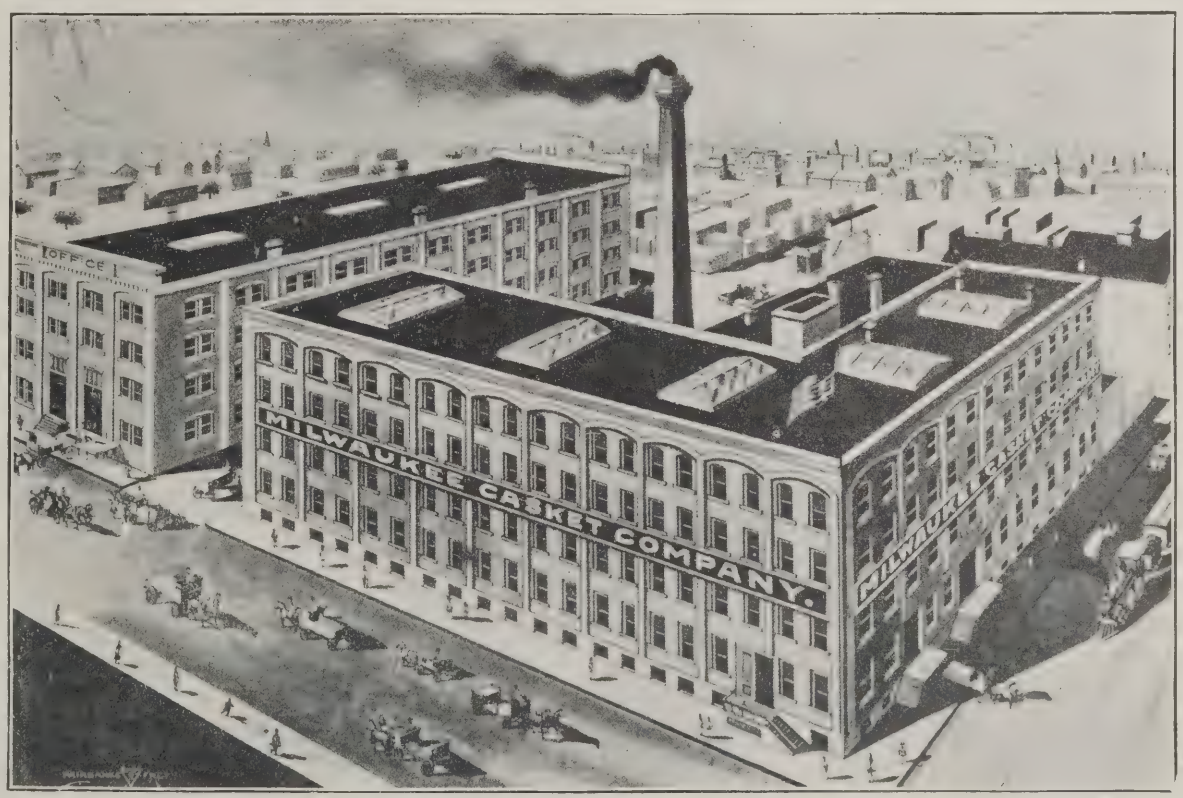
Milwaukee Drug Co.

JOHN PRITZLAFF HARDWARE CO., STORE AND WAREHOUSE

THE PABST BREWING CO., PLANT, MILWAUKEE

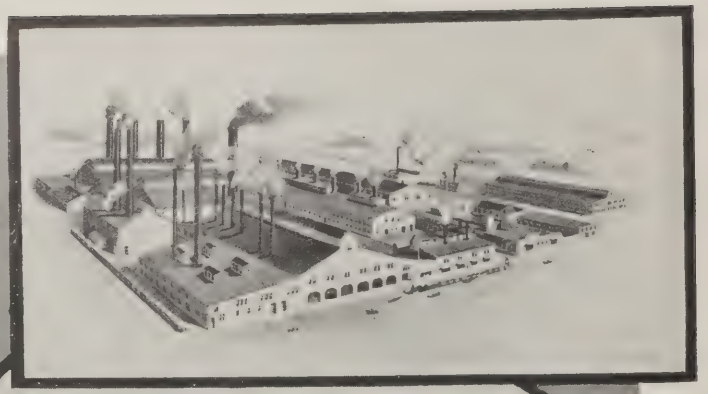
General Interior View of Bundy & Upmeyer Co.'s Jewelry Store, Main Floor

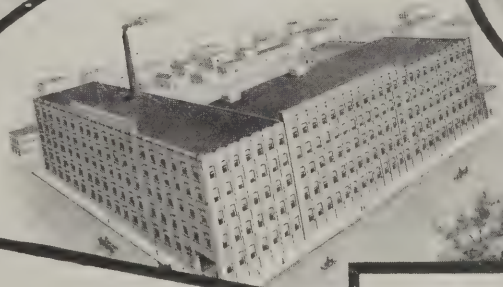
EVINRUDE MOTOR CO., MILWAUKEE, WIS.

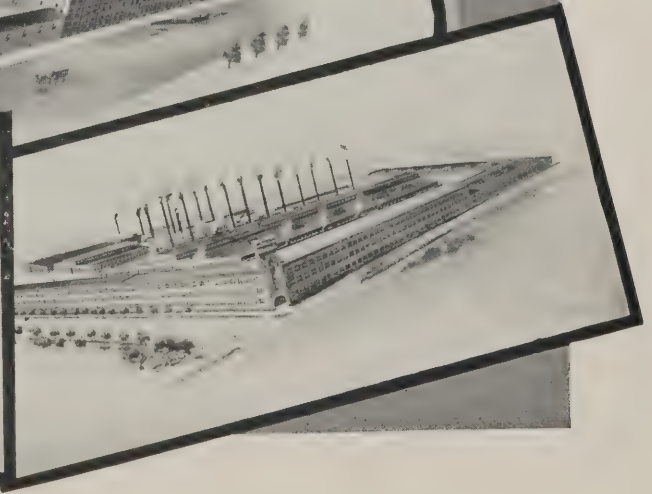


MILWAUKEE CASKET CO.

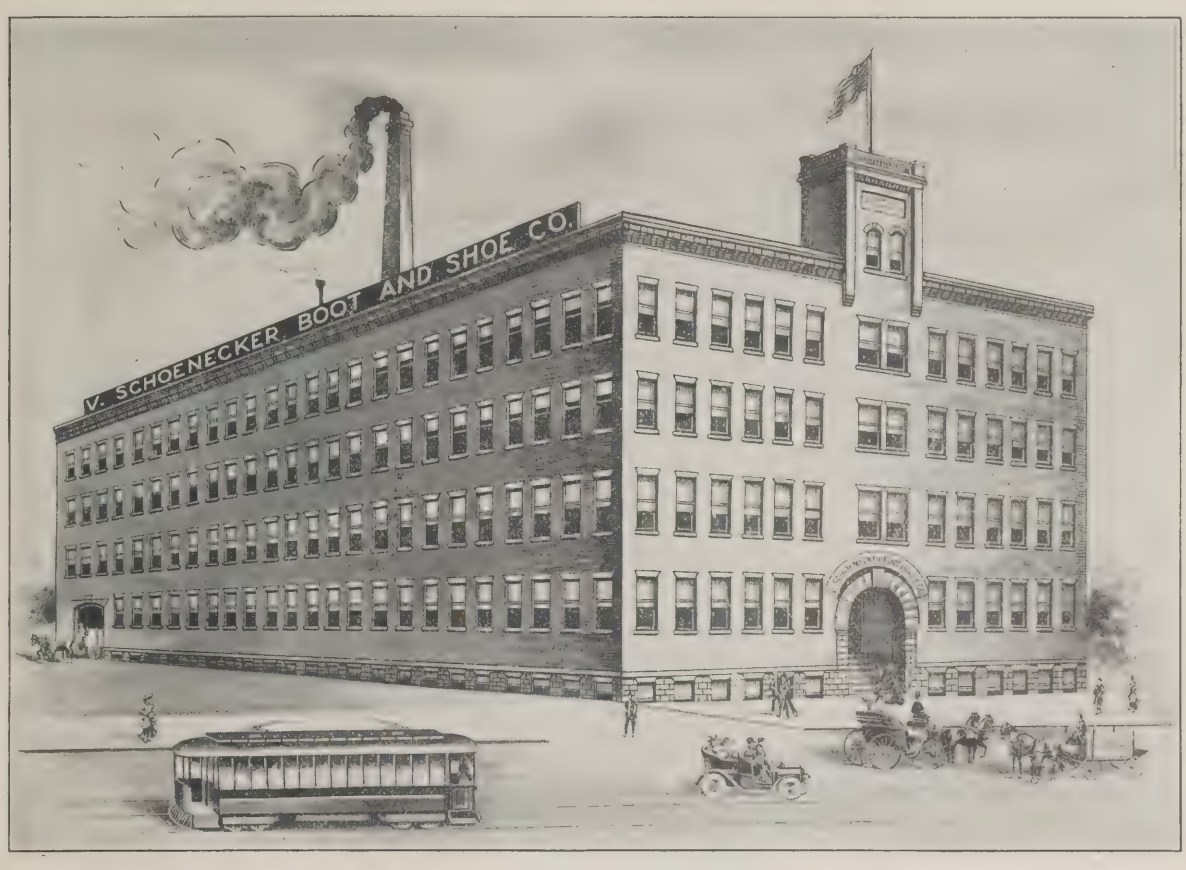
Views of Our Steel Plants, Factories and Branches





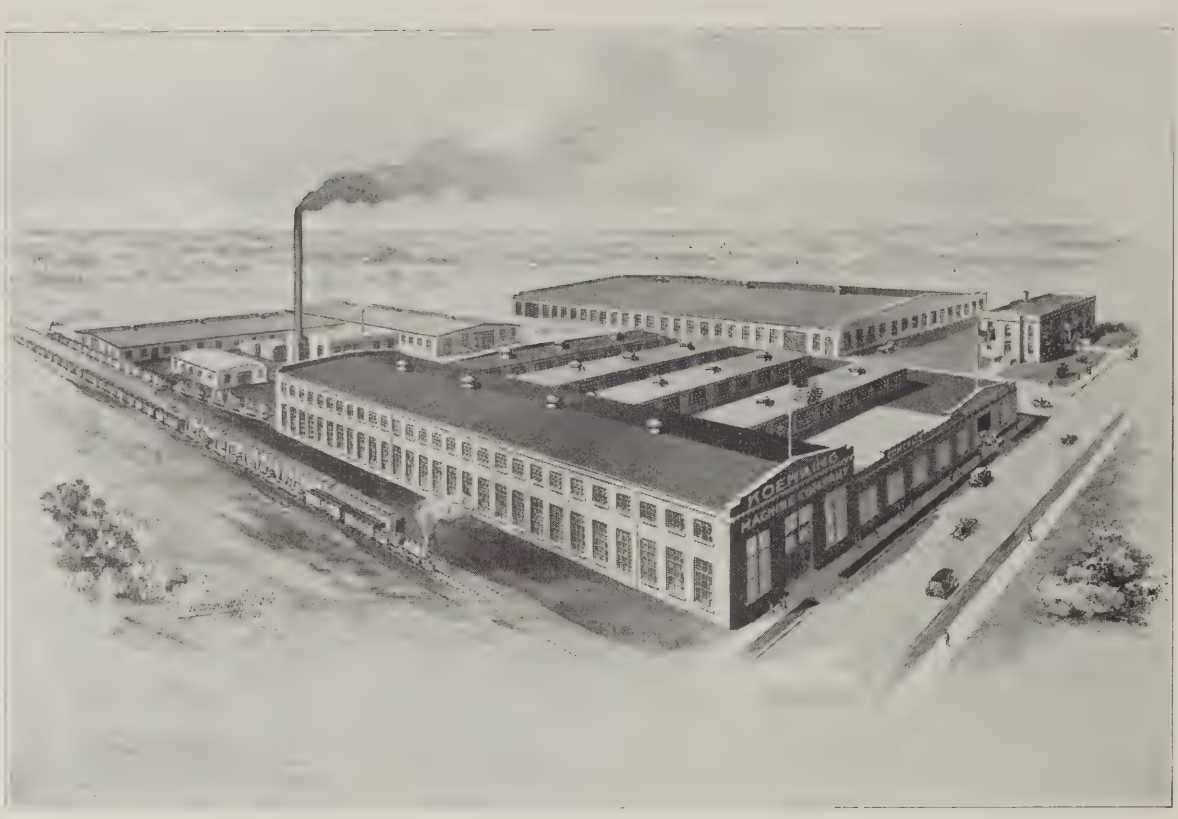


National Enameling & Stamping Co.



Schoenecker Shoe Co.

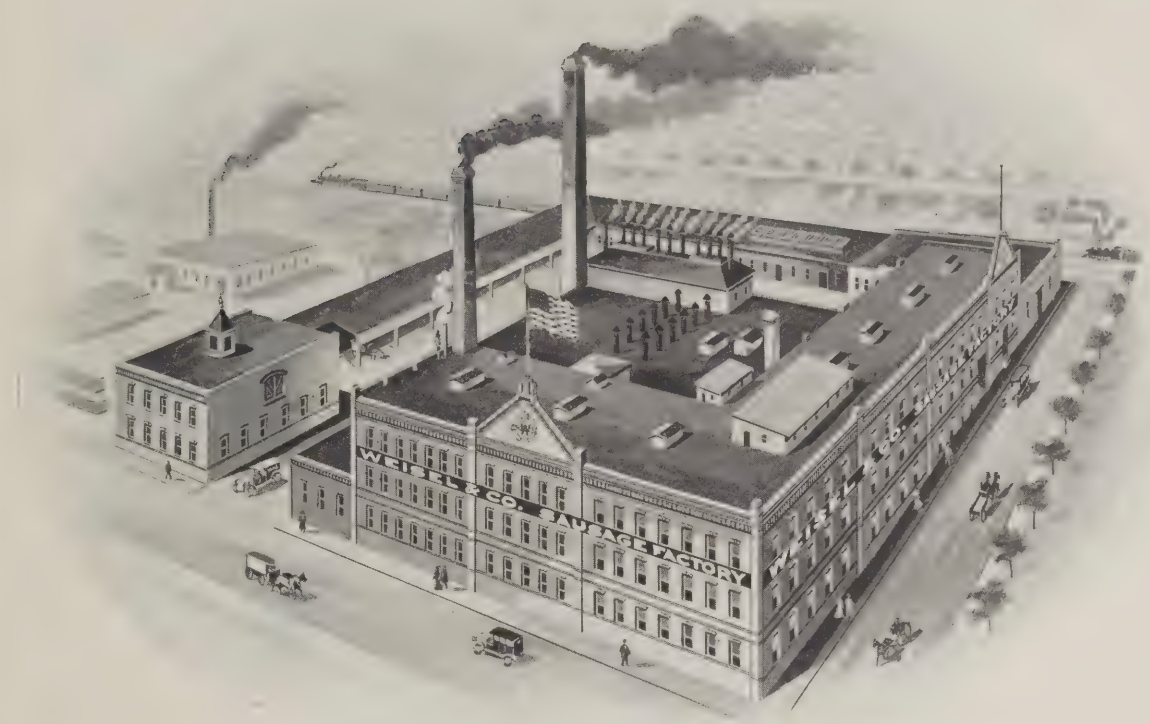
Yahr & Lange Drug Co.



KOEHRING MACHINE CO.

BURDICK & ALLEN

Home of Our Products



Weisel & Co.

MILWAUKEE

Sausages and Meat Products

Superior in Quality and Purity to the Imported Goods

The slogan "MADE IN GERMANY" is used very frequently in connection with our goods, for the reason that our entire line is manufactured after old, tried, and successful German methods.

"CHOICEST OF MEATS" "BEST OF SPICES"

"NO CEREALS WHATSOEVER"

Price List Upon Application

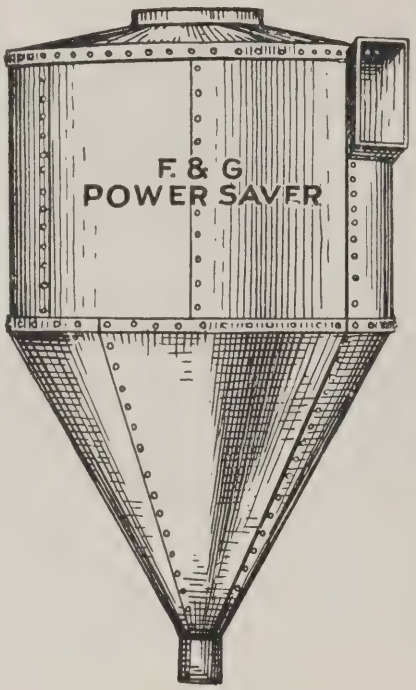
SEND US A TRIAL ORDER AND WE WILL SECURE A STEADY CUSTOMER

U. S. GOVERNMENT INSPECTION
EST. No 534

MICROSCOPICAL INSPECTION DEPT.
AT OUR PLANT

Slow Speed Shavings and Dust Collecting Systems

F. & G. DUST
COLLECTORS
SLOW SPEED BLOWER



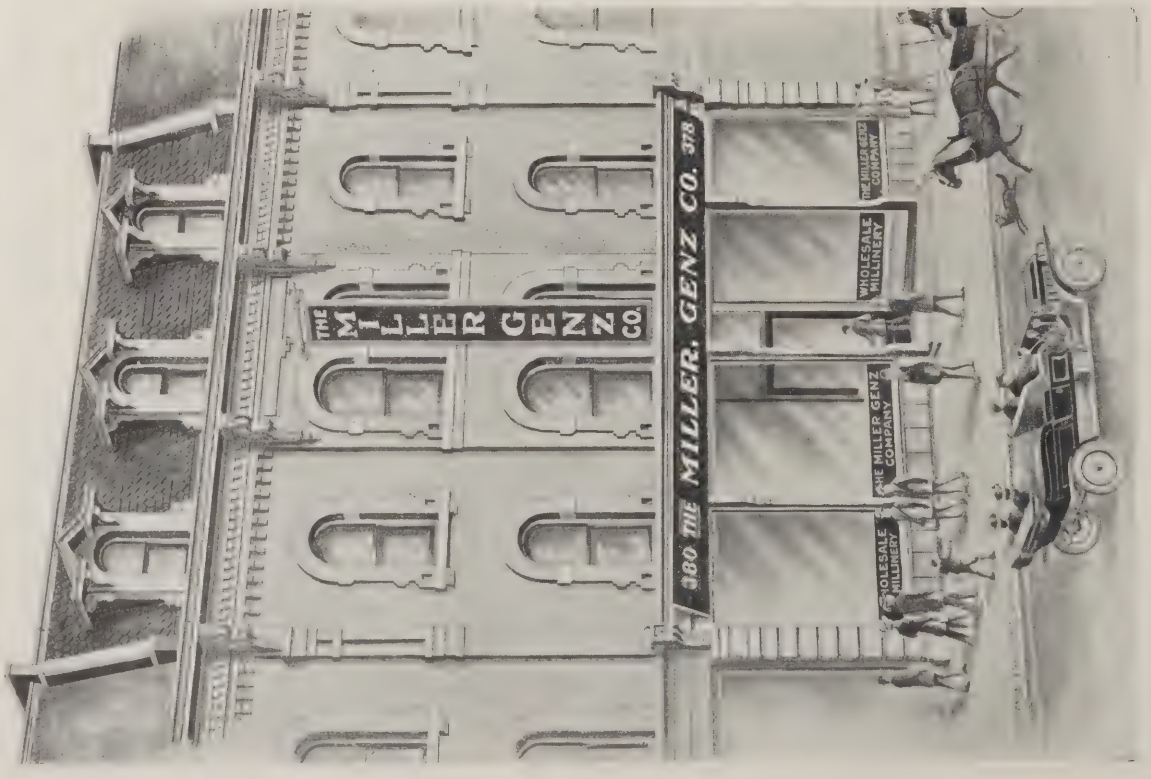
WRITE TO

Feix & Goethel

MILWAUKEE, WIS.
818 WINNEBAGO ST.

VANCOUVER, B. C.
1050 HAMILTON ST.

SEATTLE, WASH.
1134 HENRY BLDG.



MILLER-GENZ

Rex Chocolates King of Bitter Sweets DELIGHT EVERYBODY AMERICAN CANDY CO.

Directory of Merchants and Manufacturers of Milwaukee

Accountants and Auditors

Marwick, Mitchell, Peat & Co.
Schneider, Henry
Young, Arthur & Co.

Adding and Calculating Machines

Elliott-Fisher Co.

Advertising

Aultman, Jos. T.
BARNUM, F. G.
Cramer-Krasselt Co., The
Johnstone, R. R.
Klau-Van Pietersom Co.
Koch, Otto J. Advertising Agency
Patterson & Bethke

Advertising Specialties

Jens, F. E. Co.
Johnstone, R. R.
SCHWAAB STAMP & SEAL CO.
Seelman, Geo. & Sons Co. (Leather)
Voss, The Herman Co.

Agricultural Implements—Jobbers

Deere, John Plow Co.
Frankfurth, Wm. Hdw. Co.
Gale Mfg. Co.
Lindsay Bros.
Lindsay, Wm.
PRITZLAFF, JOHN HDW. CO.

Agricultural Implements—Mfrs.

Gale Manufacturing Co.
International Harvester Co., Milwaukee Works
Stowel Mfg. & Fdy. Co.

Air Brakes—Mfrs.

ALLIS-CHALMERS MFG. CO.
CHRISTENSEN ENGINEERING CO.
National Brake & Electric Co.

Air Compressors—Mfrs.

ALLIS CHALMERS MFG. CO.
CHRISTENSEN ENGINEERING CO.
National Brake & Electric Co.

Aluminum Founders

American Brass Foundry Co.
German-American Chemical Works
JOHNSON SERVICE CO.
Wambold Mfg. Co.

Ammonia Machinery and Fittings—Mfrs.

VILTER MFG. CO.

Appraisers

American Appraisal Co.
Brenan, T. E. Co.
Klein, N. W. Adjustment Co.

Apron—Mfrs.

Milwaukee Apron Co.

Architects

Kirchoff & Rose
Ottesen, D. C.
Russel, Howland
Schuckhardt, Wm. H.

Architects—Landscape

Carpenter, Chas. G.

Architectural Iron Works

BAYLEY STRUCTURAL IRON CO.
Hennecke, C. Co.
Wisconsin Bridge & Iron Co.

Art Glass

MILWAUKEE MIRROR & ART GLASS WORKS
National Art Glass Works
PATTON, JAMES E. CO.

Artificial Limbs and Apparatus

Doerflinger Artificial Limb. Co. The

Asbestos Products

Johns-Manville, H. W. Co.

Asphalt Pavers

Monstedt, August & Co.
Winding & Gezelschap

HENRY DUNCK FRED J. DUNCK

Dunck Tank Works

878-880 30th St. Milwaukee

Wood Tanks for all purposes shipped anywhere and everywhere

GERMANIA BLDG.
Milwaukee's Largest Newspaper Building

THE HOME
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Milwaukee's Only German Daily Newspaper....

Evening, Morning and Sunday Editions

Our continuous growth is evidence of the superior quality and workmanship embodied in the —K-Z— Brand of Children's Shoes.

KALT-ZIMMERS MFG. COMPANY
MAKERS OF INFANTS' CHILDREN'S MISSES & GROWING GIRLS SHOES
MILWAUKEE, WIS.

Doubles Up

THIS exclusive feature of Hansen's Double-Up Pocket Auto-Gauntlet adds the finishing touch of compact convenience to the other values of fit, style and long wear, always found in

Hansen's Gloves

This Folding Auto Gauntlet is an excellent example of the Hansen *specialized* construction. It slips easily into the pocket; never in the way, off or on. Cuffs leather-lined and stiffened with panels. No. 835, price $4.00.

Our booklet shows many other models in gloves and gauntlets for driving, motoring, etc. All finest leathers, and highest class workmanship. Style book sent on request. Dealers will be interested in the sales possibilities and profits in Hansen's Gloves, Write for information.

O. C. Hansen Mfg. Company
Milwaukee, Wisconsin

MILADY SETS A NEW STANDARD IN QUALITY CHOCOLATES AMERICAN CANDY CO.

Automatic Pianos

Hoeffler Mfg. Co.

Automobile Dealers

American Automobile Co.
BUICK MOTOR CO.
Hickman, Lauson-Diener Co.
Jonas Auto Co.
Reeke-Osmond Motor Car Co.
Schreiber Motor Car Co.

Automobile Engines

Beaver Mfg. Co.
CHRISTENSEN ENGINEERING CO.
Davis Mfg. Co.
JOHNSON SERVICE CO.
Wambold Mfg. Co.

Automobile Livery

Boynton Livery Co.

Automobile—Mfrs.

JOHNSON SERVICE CO.
Schreiber Motor Car Co.
Smith, A. O. Co.
Stegeman Motor Car Co.

Automobile Painters

Monday, A. J.
Sherin, W. R. Co.

Automobile Parts—Mfrs.

CHRISTENSEN ENGINEERING CO.
Consolidated Sheet Metal Works.
Davis Mfg. Co.
Garage Equipment Mfg. Co.
Habhegger, Theo.
Kaestener, A. J.
Seaman, W. S. Co.
Sherin, W. R. Co.
Smith, A. O. Co.
Sternberg Mfg. Co.
VILTER MFG. CO.

Automobile Supplies

ANDRAE, JUL. & SONS CO.
FEDERAL RUBBER MFG. CO.
Garage Equipment Mfg. Co.
Milwaukee Tire & Supply Co.
Milwaukee Trimming Co.

Automobile Tanks—Mfrs.

Seaman, W. S. Co.

Automobile Tires

FEDERAL RUBBER MFG. CO.
GOODYEAR RUBBER CO
HUBMARK RUBBER CO.
Milwaukee Tire & Supply Co.

Auto Wagons—Mfrs.

JOHNSON SERVICE CO.
Smith, A. O. Co.
Sternberg Mfg. Co.
Stegeman Motor Car Co.

Awning Mfrs.

JOYS BROS. CO.
Laacke Mfg. Co.
Phenix Mfg. Co.

Babbitt Metal—Mfrs.

Milwaukee Tack Co.
National Lead Co.

Baby Carriages and Go-Carts—Mfrs.

Meinecke, A. & Son

Badges—Jobbers and Mfrs.

DIEDERICH-SCHAEFER CO.
SCHWAAB STAMP & SEAL CO.

Bag—Mfrs.

MILWAUKEE BAG CO.

Bakers—Wholesale

Atlas Bread Factory
Carpenter, M. Baking Co.
Jaeger, Oswald Bakery

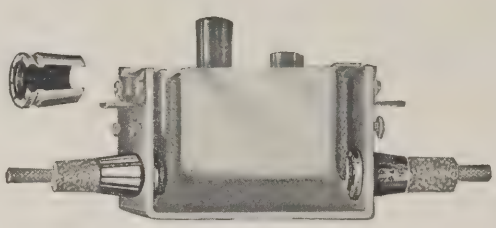
Banks and Bankers

FIRST NATIONAL BANK
  Bigelow, Wm.
  Hughes, E. J.
  Vogel, Fred Jr.
GERMAN-AMERICAN BANK
  Farmer, Edw. A.
  Millmann, H. J.
GERMANIA NATIONAL BANK
Marine National Bank
MARSHALL & ILSLEY BANK
  Bodden, F. X.
  Ilsley, James K.
  Puelicher, J. H.
MERCHANTS & MANUFACTURERS BANK
NATIONAL EXCHANGE BANK
SECOND WARD SAVINGS BANK
West Side Bank

O'NEIL OIL AND PAINT CO.
MAKERS OF
TRADE Duro MARK HOUSE FLOOR CARRIAGE Paints
297-299-301-303 East Water Street - - MILWAUKEE

BELLEMONT HATS *Best for* $3.00

Western Hat & Mfg. Co.
MILWAUKEE - WISCONSIN



Universal Bushing

FOR SECURELY HOLDING FLEXIBLE TUBULAR INSULATION IN CABINETS, SWITCH-BOXES AND ALL METAL BOXES USED IN ELECTRICAL WIRING

Universal Bushings are approved by the National Board of Fire Underwriters, and are recommended by Inspection Departments. . . . .

Made in four sizes to fit all sizes of flexible tubing

WRITE FOR SAMPLES AND PRICES

New Process Specialty Company
Incorporated
Milwaukee - - Wisconsin

MILWAUKEE

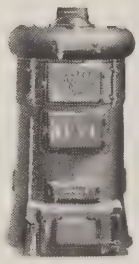
was the birth place of "MUELLER" HEATERS 57 years ago.

The city has grown rapidly—so has our business. There are now in use over 84,000 **"Mueller" Heaters** in the country.

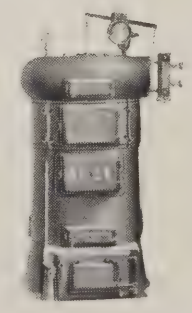
MUELLER

The **"Mueller"** line embodies Furnaces and Boilers for all requirements—but of only one quality.

MILWAUKEE



"We would make them better but we can't.
We could make them cheaper but we won't".



MUELLER
FURNACE CO.

MILADY SETS A NEW STANDARD IN QUALITY CHOCOLATES AMERICAN CANDY CO.

WISCONSIN NATIONAL BANK
Kasten, Walter
Petit, L. J.
Wolfe, Herman F.
Greene, Howard

Bank and Store Fixtures—Mfrs.

Northwestern Furniture Co.
Rockwell Mfg. Co.
Wollaeger Mfg. Co.

Banners—Mfrs.

DIEDERICH-SCHAEFER CO.

Barrels—Seamless Steel

PRESSED STEEL TANK CO.

Bedding Supplies—Wholesale

Berger, Wm. & Co.
CREAM CITY BEDDING CO.
Preuss, R. J. Co.
Standard Bedding Co.
Weigell, A. & Son

Bell Castings

JOHNSON SERVICE CO.

Belting—Leather and Rubber

GOODYEAR RUBBER CO.
HUBMARK RUBBER CO.
Jacobs, H. E.
Milwaukee Leather Belting Co.
Western Rawhide & Belting Co.

Bicycles—Jobbers

Frankfurth, Wm. Hdw. Co.
Gross, Phillip Hdw. Co.
PRITZLAFF, JOHN HDW. CO.

Bicycles—Mfrs.

Jonas Cycle Co.
Smith, A. O. Co.

Bicycles—Supplies

Frankfurth, Wm. Hdw. Co.
Gross, Phillip Hdw. Co.
Mueller Cycle Co.
PRITZLAFF, JOHN HDW. CO.

Bicycles—Tires

FEDERAL RUBBER MFG. CO.
Frankfurth, Wm. Hdw. Co.
GOODYEAR RUBBER CO.
HUBMARK RUBBER CO.
Gross, Phillip Hdw. Co.
Mueller Cycle Co.
PRITZLAFF, JOHN HDW. CO.

Biscuits—Mfrs.

JOHNSTON, ROBERT A. CO.

Blacksmith—Supplies

SHADBOLT & BOYD IRON CO.

Blank Books, Stationers and Binders—Wholesale

Germania Publishing Co.
Miller, H. C. Co.
NIEDECKEN, H. CO.
Salzer, John C. —Sentinel Bindery
Siekert & Baum Stationery Co.
Smith, Frank G. Co.
Voss, The Herman Co.
West, H. H. Co.

Blinds—Mfrs.

Rockwell Mfg. Co.

Blowers—Mfrs.

FEIX & GOETHEL
MECHANICAL APPLIANCE CO.

Boiler Castings

Milwaukee Boiler Co.

Boiler and Smoke Stack—Mfrs.

American Radiator Co.
CREAM CITY BOILER CO.
Milwaukee Boiler Co.
MILWAUKEE RELIANCE BOILER WORKS
PRESSED STEEL TANK CO.
VILTER MFG. CO.

Boiler Compound

INDEPENDENT OIL & GREASE CO.
WADHAMS OIL CO.

Bonds—Investment

De Wolf, John E. Co.

Bonds, Stocks, Etc.,

Furlong, E. J.
Hackett, Hoff & Thiermann
Hadden, E. G. Co.
Mason, O. C.

Book Binders

Voss, The Herman Co.

Books—Retail and Wholesale

DIEDERICH-SCHAEFER CO.
Germania Publishing Co.
NIEDECKEN, H. CO.
Wisconsin News Co.
Young Churchman, The Co.

W. A. BOWERS HEATING CO.
ENGINEERS AND CONTRACTORS
CENTRAL HEATING PLANTS, VACUUM HEATING SYSTEMS, POWER PLANTS
MILWAUKEE, WISCONSIN

Wadhams Oil Company

MILWAUKEE, WISCONSIN

MANUFACTURERS OF

Fine Cylinder, Gas Engine, Turbine, Dynamo and Engine Oils

F. V. MOTOR OIL BADGER LUBRICANTS
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High Test Penna. Gasoline • Penna. Electric Light Illuminating Oils

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Beaver Dam	Wis.	Sheboygan,	Wis.
Ripon, - -	Wis.	Fond du Lac,	Wis.
Two Rivers -	Wis.	Hilbert, - -	Wis.
Appleton, -	Wis.	New London,	Wis.
Wausau, -	Wis.	St. Cloud, -	Wis.
Berlin, - -	Wis.	Jefferson, -	Wis.
Minneapolis, -	Minn.		

COAST DISTRIBUTORS:

Wadhams Oil Co., of Wash.

SEATTLE, WASH.

and

VANCOUVER, B. C.

Our oils receive a careful laboratory examination, and the qualities are always guaranteed

Bradbury,

The Strongest and Best Combination of

PIANOS *and* **PLAYER PIANOS**

in the Country Endorsed by Leading Musicians Everywhere

Practically the entire output of the Bradbury factories is marketed through the various establishments of the F. G. Smith Piano Company, separately incorporated at important commercial centers, with the object of retailing the Bradbury Piano direct from the maker to the home. This enables the Bradbury Piano to be offered at prices below those which dealers are obliged to demand for the other standard pianos of the highest grade. The F. G. Smith Piano Company's large capital also has placed it in a position to work out a plan of selling by which purchasers who desire to do so may have a piano delivered in their homes and enjoy the advantage of its presence, while paying for it in an easy and convenient manner.

We also Manufacture the Popular
Webster & Henning PIANOS

F. G. SMITH PIANO COMPANY

MANUFACTURERS

ESTABLISHED 1854

Milwaukee Branch: **90 Wisconsin Street**

F. D. D. HOLMES, MGR.

LOUIS XV
Length, five feet three inches

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Fitzgerald, Phelps & Fargo Shoe Co.
Harsh & Edmunds Shoe Co.
KALT- ZIMMERS MFG. CO.
MAYER, F. BOOT & SHOE CO.
Rich, The Shoe Co., (Women's)
SHOENECKER, V. BOOT & SHOE CO.
WEYENBERG SHOE MFG. CO.

Boots and Shoes—Retail

Luedke, Edw. A.
Ripple, Jos. L.
Schumacher Bros.
Walk-Over Boot Shop

Bottle Manufacturers

Franzen, Wm. & Son

Bottling Machinery—Mfrs.

TOEPFER, W. & SONS CO.
TWENTIETH CENTURY MCHY. CO.

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Henschel, C. B. Mfg. Co.
Kieckhefer Box Co.
Mueller & Son, The Co.

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Kieckhefer Box Co.
Schulz, A. Geo. Co.
STOHS, LEO. CO.

Brass Foundries

Claus, Emil L.
Hoffmann, B. Mfg. Co.
Hoffmann & Billings Mfg. Co.
JOHNSON SERVICE CO.
Krahn Mfg. Co.
Lamp & Miller Mfg. Co.
Loeffelholz Co.
MILWAUKEE VALVE CO.
National Brake & Electric Co.
Rundle-Spence Mfg. Co.
Wambold Mfg. Co.

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Blatz Brewing Co.
Cream City Brewing Co.
Gettelman, A. Brewing Co.
Gutsch Brewing Co.
Jung Brewing Co.
Miller Brewing Co.
Milwaukee Brewery Co.
Milwaukee-Waukesha Brewing Co.
PABST BREWING CO.
Pabst, Gustave
Schlitz, Jos. Brewing Co.
Schoenhofen, Peter Brewing Co.

Brewers and Bottlers' Supplies and Machinery

BAUMBACH-REICHEL CO.
KOSS, CHAS. & BROS. CO.
N. W. BREWER'S SUPPLY CO.
Rom, The Robert Co.
SCHRANCK, H. C. CO.
TOEPFER, W. & SONS
TWENTIETH CENTURY MACHINE CO.
VILTER MANUFACTURING CO.

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KOENIG, ARTHUR CO.

Brick—Mfrs. and Dealers

Burnham Bros.
Milwaukee Building Supply Co.
RICKETSON & SCHWARZ

Bridges—Mfrs.

Milwaukee Bridge Co.
Wisconsin Bridge & Iron Co.
Worden- Allen Co.

Brokers—Merchandise

Colvin, W. W. Co.
Keiser, Geo. E.
Rolfe, Michael

Brokers—Stock

Barry, J. A.

Broom and Brush—Mfrs.

Milwaukee Dustless Brush Co.

Brushes—Jobbers

O'NEIL OIL & PAINT CO.
PATTON, JAMES E. CO.
Zummach, Wm. F. Co.

Builders Hardware and Supplies—Jobbers

Frankfurth, Wm. Hdw. Co.
Gross, Phillip Hdw. Co.
PRITZLAFF, JOHN HDW. CO.

W. P. HAMMOND & SON
Established 1895
MANUFACTURERS OF
INSECT AND RAT EXTERMINATORS
'Phone MAIN 3217 159 MICHIGAN ST.

Mayer

MILWAUKEE Mayer TRADE MARK CUSTOM MADE

HONORBILT

HONORBILT SHOES

THIS big quality line is general in character but special in every detail of its manufacture. The Mayer manufacturing plant is arranged in a way that gives us *four big specialty factories under one roof,* each specializing in its particular branch with workmen specially trained for the lines.

FACTORY No. 1 Ladies' fine Goodyear Welts and Turns, including the famous Martha Washington Comfort Shoes and Yerma Cushion Shoes for ladies.

FACTORY No. 2 McKay Sewed and McKay Welt Shoes for ladies, misses and children.

FACTORY No. 3 Men's, boys' and youths' fine Goodyear Welts, the Dry-Sox wet weather shoe and men's Yerma Cushions.

FACTORY No. 4 Men's, boys' and youths' McKay Sewed, McKay Welts, Standard Screw and Clinch Nailed shoes, also our Work Shoes, including the great line of Resisto Veals.

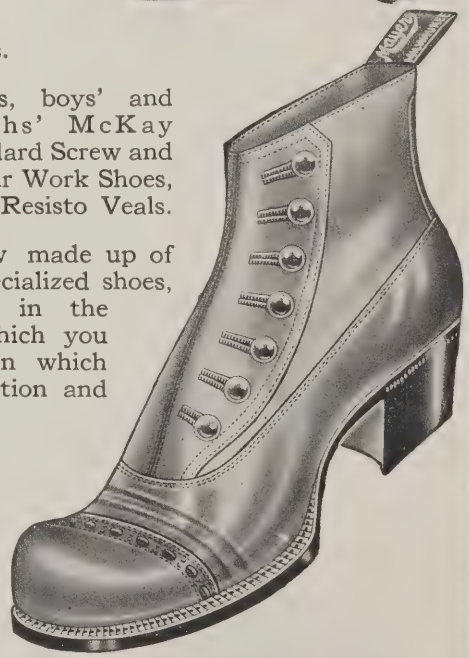
Our general line is now made up of different lines of strictly specialized shoes, making it the strongest in the country. It's a line to which you can pin your faith and on which you can stake your reputation and business success.

Ask for Catalog or have salesman call. You obligate yourself in no way by so doing.

F. Mayer Boot & Shoe Co.

MILWAUKEE, WIS.

Largest Manufacturers of Full Vamp Shoes in the World



No. 761—Men's Fine Gun Metal Calf Button, Tip, Mat Calf Top, Medium Wide High Toe, Fudge Edge, 1½-inch Military Heel, S. Oak Sole, Welt, D-E, 5-11. $3.00.

No. 732—Blucher, same as No. 761.

Rex Chocolates
King of Bitter Sweets
DELIGHT EVERYBODY
AMERICAN CANDY CO.

Builders Supplies—Mfrs.

C. H. & E. Mfg. Co.
MILWAUKEE CORRUGATING CO.
Winter, R. G. Mfg. Co.

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WISCONSIN SAVINGS, LOAN & BUILDING ASSN.

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Interior Woodwork Co.
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Pennsylvania Coal & Supply Co.
RICKETSON & SCHWARZ
Tews Lime & Cement Co.
West Allis Fuel & Supply Co.

Burrs—Riveting

Wrought Washer Mfg. Co.

Cabinets—Mfrs.

Conway Veneered Door & Mantel Co.

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Meyer-Rotier Printing Co.
Wetzel Bros. Printing Co.

Cameras

Brown, Wm. E.
Milwaukee Photo Materials Co.

Can—Mfrs.

American Can Co.
CREAM CITY CAN WORKS

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Cudahy, Patrick
Greene, Howard
Norris, C. W.
Pfister, Chas. F.
Plankinton, Wm. Woods
Young, Clarence H.

Caps—Mfrs.

MIDDLETON MFG. CO.
MORAWETZ CO.

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Pietsch, Otto Dye Works
Thiele, The Henry Co.

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Heinl, Jos. & Sons
Lauersdorf, A. E.
Sherin, W. R. Co.

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SUELFLOHN & SEEFELD

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Coakley Bros Fire Proof Storage Co.
Connors, W. J.
Cyclone Express Co.
Davis Omnibus Line & Transfer Co.
Hayden, Thos. G.
UNION TRANSFER CO.

Cartons—Mfrs.

Hummel & Downing Co.
Kieckhefer Box Co.

Caskets—Mfrs.

MILWAUKEE CASKET CO.

Casks, Kegs, Tubs and Vats

DUNCK TANK WORKS
Goerres, Phillip Cooperage Co.
Stolper, C. Cooperage Co.

Caterer

Straus, Julius

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Milwaukee Cement Co.
Plankinton, Wm. Woods
Tews Lime & Cement Co.
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POWER & MINING MACHINERY CO.

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CHAIN BELT CO.
Federal Malleable Co.

Chairs—Mfrs.

Mayhew Co.
Milwaukee Chair Co.

Cheese, Butter, Etc.—Wholesale

Meier & Wild
Stanz, H. B. Co.

LEE PATTERN COMPANY
ESTABLISHED 1908
MANUFACTURERS OF
BOOT AND SHOE PATTERNS
TELEPHONE MAIN 2062
600-601 MANUFACTURERS HOME
MILWAUKEE, WISCONSIN

PATTON'S
Sun-Proof Paints

QUALITY · SERVICE · ADVERTISING · CO-OPERATION

Cover Most • Wear Longest • Look Best

Full U. S. Measure in Every Can

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PATTON PAINT COMPANY

MILWAUKEE, WIS. NEWARK, N. J.
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Distributers in all Principal Cities of the United States

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Ship Chandlers and Sail Makers

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Horse, Stack and Wagon Covers

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203-205 EAST WATER STREET
MILWAUKEE WISCONSIN

Kurtis
ENGRAVING CO.

HALF TONES
ZINC ETCHINGS
WOOD CUTS
DESIGNING
MECHANICAL
RETOUCHING

STROH BLDG., MILWAUKEE, WIS.

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NATIONAL ANILINE & CHEMICAL CO.
Fiebing Chemical Co.
Hilbert, A. J. & Co. (Inc.)
Kremers-Urban Co.
McIntosh, Chas. J., Chemical Processes Co.
O'NEIL OIL & PAINT CO.
Vera Chemical Co.

Chemists—Analytical

INDUSTRIAL CHEMICAL INST. OF MILWAUKEE.

Chemists—Mfng.

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Kremers-Urban Co.

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AMBROSIA CHOCOLATE CO.
ZIEGLER, GEO. CO.

Church Goods and Statuary

DIEDERICH-SCHAEFER CO.

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Aschermann Cigar Co.
Borun, D. J. & Bro.
Fernandez, B. & Bros.
KINDLING, LOUIS CO.
LEWIS, FAY & BROS. CO.
Mi Lola Cigar Co.
MILWAUKEE DRUG CO.
YAHR & LANGE DRUG CO.

Cigar Mfrs. Supplies

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Sternberg Mfg. Co.

Cigars, Pipes and Tobacco—Retail

Abraham, Leo. & Co.
Allanson, George
LEWIS, FAY & BROS. CO.
Mi Lola Cigar Co.

Cistern—Mfrs.

DUNCK TANK WORKS

Clocks, (Towers, Etc.)—Mfrs.

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Todell, L. C. Prop., The Pantorium

Clothing (Clerical)—Mfrs.

Zimmermann Bros. Clothing Co.

Clothing—Mfrs.

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ADLER, DAVID & SONS CLOTHING CO.
Cohen Bros. Co., (Blanket and Sheep Lined Pants and Shirts)
Fein, S. Bros. Co. Men's Boys' and Children's)
FRIEND AND MARKS
Katzenstein-Good Co.
Mahler, Albenberg Co.
Monarch Mfg. Co., (Sheepskin and Duck Mackinaws)
Rice, J. H. & Friedmann Co. (Duck and Sheepskin Lined) Pants and Shirts

Clothing—Retail

Browning King & Co.
Stumpf & Langhoff Co.
Zimmermann Bros Clothing Co.

Clover Seed, Etc.—Jobbers

Reel, Herman Co.

Coal Mining Machinery—Mfrs.

ALLIS-CHALMERS MFG. CO.
POWER & MINING MACHINERY CO.

Coal & Wood

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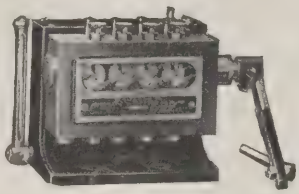
Callaway Fuel Co.
Elmore-Benjamin Coal Co.
Fond du Lac Ave. Fuel Co..
Francey, G. D., C. S. & S. Co.
Gross Coal Co.
Grundman, Ed.
Hirsch, Geo. Coal Co.
Kanawha Fuel Co.
Kelling, H. G. Coal Co.
Kuesel, Arthur Coal Co.
Le Feber, A.
Lehigh Valley Coal Sales Co.
Lobas, P. M.
Luebke, W. C. Coal Co.
Meigs, H. G. Co.
Milwaukee-Western Fuel Co.
Mullaney Coal Co.
North Side Lumber & Fuel Co.
Northwestern Coal Co.
Pennsylvania Coal & Supply Co.
Philadelphia & Reading Coal & Iron Co.
Schneider, Michael
Schultz, J. H. & Bro.
Sunderman, T. & Son
Sutton, W. J. Coal Co.
West Allis Fuel & Supply Co.
Wisconsin Coal & Dock Co.
Youghiogheny & Ohio Coal Co.

Why not use the Back (as well as the Front) of Your Envelopes for Advertising?

—the cost is only a small fraction more. WESTERN STATES ENVELOPES can be printed Back and Front at one operation by your printer or lithographer. Samples of Trade Mark Flapped Envelopes (plain or printed) cheerfully furnished on application.

Western States Envelope Co. Manufacturers of Guaranteed Sure Stick Envelopes 311-313 EAST WATER STREET **Milwaukee**



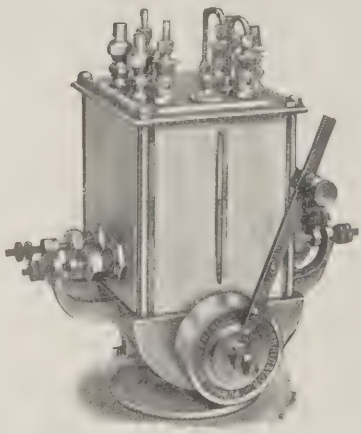
Richardson Model M Force-Feed Lubricator, for all kinds of Cylinder Lubrication

Cut Your Oil Bills In Half

We manufacture Lubricating Appliances which will enable you to cut both your cylinder and bearing oil bills in half.

For Lubricating cylinders of Corliss Engines, ice machines, air compressors, etc., the Richardson Model "M" Lubricator which operates on the "little-drop-of-oil-per stroke" principle is best suited.

For lubricating cylinders of high speed engines, pumps and auxiliaries the Phenix Lubricator which operates on the ratchet principle is best suited.



Phenix Force-Feed Cylinder Lubricator for High Speed Engines and Auxiliaries

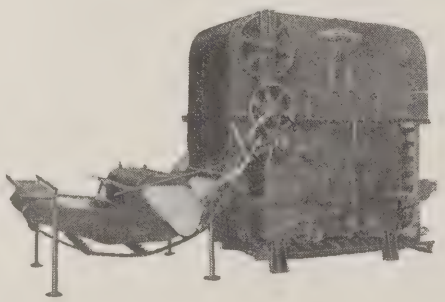
For purifying used oil and making it as good as new, the Richardson Filter will meet your requirements. It is suited for purifying oil in batches or when operating as part of an Automatic Oiling and Filtering System. These Appliances are described in the following catalogs which will be sent upon request:

Catalog No.x53, Richardson Sight Feed Oil Pump;
Catalog No.x54, Phenix Mechanical Lubricator;
Catalog No.x55, "Scientific Lubrication of Machinery".

Richardson Oil Filter, Sizes up to 300 Gallons hourly Filtering Capacity

THE RICHARDSON-PHENIX CO.
LUBRICATION ENGINEERS AND MANUFACTURERS
WORKS-120 RESERVOIR AVE MILWAUKEE, WIS.

Brewers & Bottlers Machinery



20th Century Bottle Soaking and Sterilizing Machine

COMPLETE BOTTLING EQUIPMENTS

Manufactured by

THE 20th CENTURY MACHINERY CO.

CHICAGO, ILL. - MILWAUKEE, WIS.

H. C. Schranck, Pres. Ed. V. Schranck, Vice-Pres.
Wm. F. Berg, Sec'y. Val. E. Schranck, Treas.

H.C.SchranckCo.

Fine Flavors and Bottlers' Supplies

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Milwaukee, Wis.

FLAVORS CHEMISTS MANUFACTURING OILS LABELS MILWAUKEE WISCONSIN TRADE MARK SUPPLIES H.C. SCHRANCK COMPANY

MILADY SETS A NEW STANDARD IN QUALITY CHOCOLATES AMERICAN CANDY CO.

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AMBROSIA CHOCOLATE CO.

Coke Mfrs.

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MILWAUKEE GAS LIGHT CO.

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Mansfield, Geo. C. Co.
MILWAUKEE-WESTERN COLD STORAGE CO.

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BONDED RAPID COLLECTION AGENCY
Klein, N. W. Adjustment Co.
Merchants & Manufacturers' Collection Bureau

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Cream City Business College
McDonald Business Institute

Commercial Paper

Mason, O. C.

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Kamm, P. C. & Co.
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RUNKEL & DADMUN

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Stafford, R. Co.
Stanz, H. B. Co.
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SCHMIDT, GAERTNER, VALLEE
SCHROEDER & DALY CO.
SEEFELD, J. & SON

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SCHWAB, R. J. & SONS CO.
SMITH T. L. CO.

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Cream City Equipment Co.
KOEHRING MACHINE CO.
Milwaukee Concrete Mixer & Mchy. Co.
SMITH, T. L. CO.

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AMBROSIA CHOCOLATE CO.
AMERICAN CANDY CO.
JOHNSTON, ROBERT A. CO.
Weber, A. F.
ZIEGLER, GEO. CO.

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Tillema, Geo. N.
Weber, A. F.

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Wallber, Emil (German)

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Foster Construction Co.
Fuldner Construction Co.
General Construction Co.
Hahn, Ernst
Hathaway, J. E. & Co.
Luenzmann, Frank Co.
Northern Construction Co.
Riesen's, Sons Paul
Starke, C. H. Dredge & Dock Co.
Sterling Engineering & Const. Co.
Winter, William
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Simon, Julius

O'Neil Oil and Paint Co.

INDEPENDENT OIL DEALERS

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High Grade Pennsylvania Lubricating and Illuminating Oil and Gasoline.

1850 "Sixty-four Years" 1914

of continuous business life backs the quality of

EVERKEEN J.P.H.CO. TRADE MARK

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Slicers	Scissors	Saws	Grinding Machines
Butcher Knives	Razors	Screw Drivers	Grass Scythes
Carvers	Shears	Auger Bits	Grass Hooks
Knives and Forks	Pocket Knives	Chisels	Shovels
Kitchen Knives	Axes	Planes	Spades
Fetlock Shears	Hatchets	Plane Irons	Gouges
Razor Strops	Nail Hammers	Lawn Mowers	Pliers

EVERKEEN J.P.H.CO.

Made of the best Quality Steel, Forged, Tempered, Ground and Polished by experienced workmen. Each article is carefully examined before leaving the factory, thereby assuring the purchaser of an article bearing this mark, full value for the purchase price.

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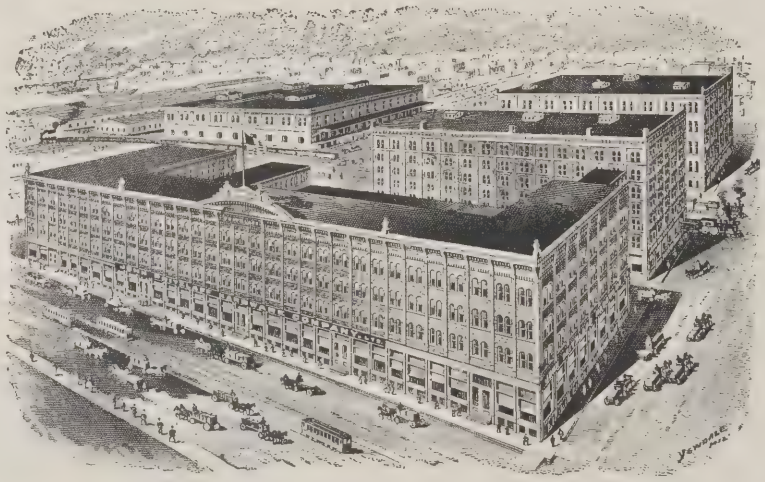
"Established in 1850"



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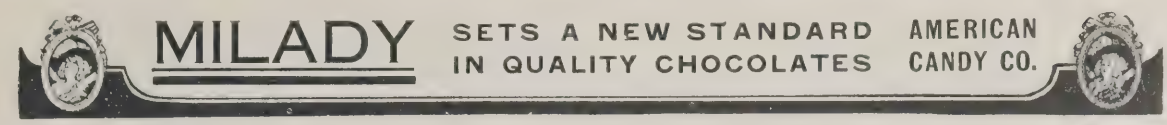

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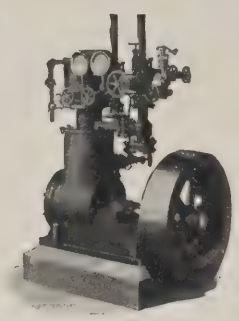

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MUELLER, L. T. FURNACE CO.
SCHWAB, R. J. & SONS CO.

Heating Apparatus—Fans and Engines

National Blower Works

Heating Contractors

American Radiator Co.
BOWERS, W. A. HEATING CO.
Cordes Heating Supply Co.
DOWNEY HEATING & SUPPLY CO.
Grassler & Gezelschap
Hoye, Thos. E. Heating Co.
Industrial Heating & Eng. Co.
KOEHRING MACHINE CO.
Marvel-Spencer Heating Co.
Mueller & Son Co.
SCHWAB, R. J. & SONS CO.

Hops—Jobbers

KOSS, CHAS. & BROS. CO.

Hoist—Mfrs.

ALLIS-CHALMERS MFG. CO.
KOEHRING MACHINE CO.

Hose—Rubber and Cotton

Frankfurth, Wm. Hdw. Co.
GOODYEAR RUBBER CO.
Gross, Phillip Hdw. Co.
HUBMARK RUBBER CO.
PRITZLAFF, JOHN, HDW. CO.

Hosiery—Mfrs

EVERWEAR HOSIERY CO.
HOLEPROOF HOSIERY CO.
Milwaukee Hosiery Co.
Phoenix Knitting Works

Hosiery and Underwear—Wholesale

Fein, S. Bros. & Co.
GOLL & FRANK CO.
Rauser, Leavens & Kissinger Co.

Hospital Supplies—Jobbers

Roemer Drug Co.

Hotels

Green, H. Stanley—Plankinton House
Hotel Blatz
Hotel Maryland
HOTEL PFISTER
Kletzsch, Chas. F. Co.—Republican House
Osthoff Hotel Co.

Hydraulic Machinery—Mfrs.

ALLIS CHALMERS MFG. CO.
POWER MINING MACHINERY CO.

Ice Cream—Mfrs.

Blommer, Conrad
Luick Ice Cream Co.

Ice Dealers

Random Lake Ice Co.
Wisconsin Lakes Ice & Cartage Co.

Ink—Mfrs.

Diamond Ink Co.

Institutes

NEAL INSTITUTE

Insurance Adjusters

Brennan, T. E. Co.

Insurance—Accident and Casualty

Adams, Geo. W.
Callen, Thos. J.
Eldred, John E. Jr.
Hymen, J. Caryl

Louis Hallbach
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Merrill, Roger L.
Plimpton, H. D.
Russell, Geo. H. & Co.

Insurance—Fire

Adams, Geo. W.
Auer, Louis & Son
Bell, S. R.
Callen, Thos. J.
Concordia Fire Ins. Co. of Milwaukee
Courtenay & White
Dingwall, R. L.
Dixon, C. J.
Gollusch, Henry
Hackett, Hoff & Thiermann
Hilbert & Baerwald Co.
Hymen, J. Caryl
Koeffler, Hugo
Krauthoefer, Wm. J.
Leedom, James B.
Mabett, H. J.
Maynard & Picken
Merrill, Roger L.
MILWAUKEE MECHANICS INS. CO.
Milwaukee Board of Fire Underwriters
Myers, J. O. & Co.
Norris, R. H.
PATTON, W. M., PRES., NORTHWESTERN NATIONAL INS. CO.
Pierce, Oscar H.
Plimpton, H. D.
Rebhan, Aug. & Co.
Richter, Dick & Reutemann
Rossbach, A. C.
Russell, Geo. H. & Co.
Schissler Bros.
Schroeder, Chris & Sons Co.
Schroeder, Edward
Shenners, W. H. Co.
Vance, David & Co.
Wechselberg, J. & L.
Weil's, Benj. M. & Sons Co.

Insurance—Indemnity

Adams, Geo. W.
American Surety Co. of New York
Callen, Thos. J.
Dingwall, R. L.
Hackett, Hoff & Thiermann
Leedom, Jas. B.
Merrill, Roger L.
Niemeyer, H. W. L.
Russell, Geo. H. Co.
Time Insurance Co.

Insurance Agents—Life

Albright, C. E.
Becker, A. C.
Buckner, Sam'l O.
Copeland, Geo. E.
FULLER, HARRY S.
Herzberg, Jos.
Hosch, John
KALLMEYER, C. J.
Mielenz, Albert E.
Old Line Life Ins. Co. of America
Schutz, Frank B.

Interior Woodwork—Mfrs.

CREAM CITY SASH & DOOR CO.
Interior Woodwork Co.
Matthews Bros. Mfg. Co., L. F. Crosby Supt.
Meckelburg, A. F. Sash & Door Co.
Poppert, Geo. Mfg. Co.
Rockwell Mfg. Co.
West Side Mfg. Co.

Invalid Chairs

Doerflinger Artificial Limb Co.

Iron (Pig)—Mfrs.

Thomas Furnace Co.

Iron and Steel Castings

ALLIS CHALMERS MFG. CO.
Badger Malleable & Mfg. Co.
Bucyrus Co.
CHAIN BELT CO.
Claus, Emil L.
Cream City Foundry Co.
CRUCIBLE STEEL CASTING CO.
Falk, The Co.
Filer & Stowell, The Co.
Fuller-Warren Co.
GERLINGER STEEL CASTING CO.
Hoffman, B. Mfg. Co.
Hoffmann & Billings Mfg. Co.
JOHNSON SERVICE CO.
Lamp & Miller Mfg. Co.
Loeffelholz Co.
Milwaukee Aluminum & Brass Fdy.
Milwaukee Bridge Co.
MILWAUKEE VALVE CO.
National Brake & Electric Co.
NORDBERG MFG. CO.
NORTHWESTERN MALLEABLE IRON CO.
Rundle-Spence Mfg. Co.
SCHWAB, R. J. & SONS CO.
Smith, Geo. H. Steel Casting Co.
South Side Malleable Casting Co.
Stowell Mfg. & Fdy Co.
TOEPFER, W. & SONS
VILTER MFG. CO.
Wambold Mfg. Co.
Federal Malleable Co.
Wisconsin Malleable Iron Co.
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1852 — 1914

SIXTY-SECOND ANNUAL STATEMENT

Milwaukee Mechanics' Insurance Company

January 1st, 1914

Cash Capital	$1,000,000.00
Reserve for Re-Insurance	2,288,319.37
Reserve for Unpaid Losses	157,849.01
Reserve for Dividend	30,000.00
Reserve for Taxes and Expenses	100,000.00
NET SURPLUS	857,775.91
TOTAL ASSETS	$4,433,944.29

OFFICERS

WILLIAM L. JONES, President
CHAS. H. YUNKER, Vice-President
G. W. GROSSENBACH, 2d V-Pres.
OSCAR GRIEBLING, Secretary
EMIL TEICH, Assistant Secretary

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King of Bitter Sweets
DELIGHT EVERYBODY
AMERICAN CANDY CO.

Iron Working Machinery

Packard, O. L. Machinery Co.
Western Iron Stores Co,

Jacks—Mfrs.

Barth Mfg. Co.

Jewelers

Alsted-Kasten Co.
Bloedel, A.
BUNDE & UPMEYER CO.
Goldman, D.
Hammersmith, H.
Tegtmeyer, A.

Jewelers—Mfrs.

Block, L. Jewelry Co.
Kuesel Bros.
Warnke, E. H. & Co.

Jewelers Findings

Dennison Mfg. Co.

Judges

Halsey, Lawrence W., Circuit Court
Karel, John C., County Court

Kettles—Galvanizing

Milwaukee Boiler Co.

Knit Goods—Mfrs.

Columbia Knitting & Mfg. Co.
Eagle Knitting Mills
Friedlander, M. Knitting Works
Great Western Knitting Co.
Helmholz Mitten Co.
HOLEPROOF HOSIERY CO.
Imperial Knitting Co.
National Knitting Co.
Phoenix Knitting Works
Rauser, Leavens & Kissinger Co.

Kodaks

Brown, Wm. E.
Milwaukee Photo Materials Co.

Labels (Gummed)

Dennison Mfg. Co.

Ladies Furnishings—Retail

Gerretson, The Co.
Paris Fashion Co.
Rosenberg, A. P. Co.
Schmidt-Blanke Co.

Ladies Hats—Mfrs.

National Straw Works
Slocum Straw Woks

Land Agents

Auer, Louis & Son
Gates, Robert L.
North Milwaukee Investment Co.
Rietbrock Land & Lumber Co.

Laundries

Campbell Laundry Co.
Cream City Laundry Co.
Hubinger, Geo. M.
HUEBSCH LAUNDRY
Ideal Laundry Co.
Model Laundry
Reliance Laundry & Cleaning Co.

Laundry Supplies

O'NEIL OIL & PAINT CO.
WADHAMS OIL CO.

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Bottum, Elias H.
Carpenter, Paul D.
Cary, Upham & Black
Clarke, J. M.
Doe & Ballhorn
Flanders, J. G.
Freeman & Geilfuss
Frost, Edw. W.
Glicksman, Nathan
Harper & McMynn
Hayes, W. A.
Houghton, F. W.
Hoyt, Frank M.
Kaumheimer, Wm.
Kennan, K. K.
Klein, N. W.
Koeffler, C. A. Jr.
Leedom, Jas. B.
Lines, Spooner, Ellis & Quarles
Mallory, R. B.
Manson, Lester C.
Markham, Stuart H.
McElroy & Ferguson
Miller, Mack & Fairchild
Morris, Chas. M.
Nemmers, E. P.
O'Connor, Jas. L.
Pease, Lynn S.
Pereles, Nath. & Sons
Poss, Benjamin
Quarles, J. V. Jr.
Roehr, Julius E.
Trottman, James F.
Van Dyke, Rosecrantz, Shaw & Van Dyke
Wallber, Emil
West, Geo. A.
Wildish, J. E.

M. Weiner & Co. *Distillers and Wholesale Liquor Dealers*

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A WISCONSIN ORGANIZATION CHARTERED IN THE YEAR 1857

The Northwestern Mutual Life Insurance Company

MILWAUKEE, WISCONSIN

To the Citizens of Wisconsin:

The following abstract of the operations of the Company for the year 1913, reported in the 56th Annual Report of the President to the Trustees and other Policyholders of the Company, shows important items of business transacted with residents of the Company's Home State during the year:

New Wisconsin Policies Paid for in 1913	5,003
New Wisconsin Insurance Paid for in 1913	$12,320,580
Total Number of Wisconsin Policies in force Dec. 31, 1913	42,828
Total Amount of Wisconsin Insurance in force, Dec. 31, 1913,	$100,171,855
Total Amount of Wisconsin Premium Receipts in 1913	$3,261,843
Total Returns to Wisconsin Policyholders for Over-Payments of Premiums in 1913.	$818,135
Total Amount Paid for Wisconsin Death Losses, Returns, etc., including Share of Wisconsin Policyholders' Increase in Assets in 1913	$3,947,814
Excess Paid Wisconsin Policyholders or Held for Them over Premium Receipts in 1913	$685,971
Total Taxes Paid by Company in 1913	$1,129,916
Taxes Paid to the State of Wisconsin in 1913	$505,643

(Being 45% of the total taxes paid by the Company in the 43 states in which it does business, while the proportion of Wisconsin business to the Company's total business is about 9%)

Because of the Northwestern's *exceptionally low mortality; low expense rate* and *favorable interest earnings,* its policyholders receive the benefits of life insurance at *low cost.*

Geo. C. Markham

President

MILADY SETS A NEW STANDARD IN QUALITY CHOCOLATES AMERICAN CANDY CO.

Lead Pipe—Mfrs.
Windsor Mfg. Co.

Linotype Composition
HOLMES, E. A. CO.

Leather and Leather Belting
GEBHARDT, A. L. & CO.
Graton & Knight Mfg. Co.
Milwaukee Leather Belting Co.
Treischmann, C.
Western Leather Co.
Western Rawhide & Belting Co.

Leather Specialties—Mfrs.
Western Rawhide & Belting Co.

Leggings and Overgaitors—Mfrs.
Beals & Torrey Shoe Co.
BRADLEY & METCALF CO.
KALT-ZIMMERS MFG. CO.

Lighting Plants—Storage Batteries
ANDRAE, JULIUS & SONS CO.
MECHANICAL APPLIANCE CO., THE

Lime and Cement
Bond & Sarnow Co.
Tews Lime & Cement Co.
Western Lime & Cement Co.

Linseed Oil—Mfrs.
Goodrich, Wm. & Co.

Liquors
Weiner, M. & Co.

Lithographers
Gugler Lithographing Co.
Northwestern Lithographing Co
Wilmanns Bros. Co.

Livery
Boynton Livery Co.

Live Stock
Milwaukee Stock Yards Co.

Loans and Investments
Adams, Geo. W.
Auer, Louis & Son
Courtenay, Frank C.
Davis, Chas. R.
Dearholt, L. A.
De Wolf, John E.
Graham, H. R.
Hackett, Hoff & Thiermann
Koeffler, Hugo
Krauthoefer, W. J.
Leedom, Jas. B.
Mabbett, H. J.
Mason, C. C.
Maynard & Picken
Richter, Dick & Reutemann
Rossbach, A. C.
Savings & Investment Assn.
Schissler Bros.
Schroeder, Chris. & Son Co.
Schroeder, Edw.
Sheeners, W. H. & Co.
Simon, Julius
Wechselberg J. & L.
Weil's, Benj. M. & Sons Co.
Wilmanns, Frederick M.
WISCONSIN SAVINGS LOAN & BLDG. ASSN.

Lubricating Engineer
RICHARDSON-PHENIX CO.

Lumber
Bentley, C. A. Lumber Co.
Blackburn, Robert
Devere & Schloegel Lumber Co.
ELLIS LUMBER CO.
Hilty, M. Lumber Co.
Johnson Lumber Co.
Meckelburg, A. F. Sash & Door Co.
Miller, Carl Lumber Co.
Moe, John P.—Sands Lumber Co.
Rietbrock Land & Lumber Co.
Rockwell Mfg. Co.
SANDS LUMBER CO.
Schroeder, John Lumber Co.
South Side Lumber Co.
Steinman Lumber Co.
TEGGE LUMBER CO.
Thompson, H. M.
Tibbits Cameron Lumber Co.
Wilbur Lumber Co.

Lye—Mfrs.
Eagle Lye Works

Macaroni—Mfrs.
Lorenz Bros. Macaroni Co.
MILWAUKEE MACARONI CO.

Machinery and Tools—Mfrs.
Alefs, Henry
Barth Mfg. Co.
C. H. & E. Mfg. Co.
Davis Mfg. Co.
JOHNSON SERVICE CO.
KEARNEY & TRECKER
Kempsmith Mfg. Co.
Lutter & Gies Co.

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Machinery (Pasteurizing)

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Machinery (Textile)

JOHNSON SERVICE CO.

Machinery—New and Second Hand

Cohen, Isidor

Machinery—Wholesale

Lindsay Bros.
Western Iron Stores Co.

Machinists, Steamfitters and Blacksmiths

Busch, J. C.
KOEHRING MACHINE CO.
Lutter & Gies Co.
NATIONAL MACHINE CO.
SCHWAB, R. J. & SONS CO.

Magazines—Wholesale

Wisconsin News Co.

Malsters

Froedtert Bros. Grain and Malting Co.
Kamm, P. C. & Co.
MILWAUKEE WESTERN MALT CO.
Weschler, D. D. & Sons

Malt Tonics—Mfrs.

PABST BREWING CO.

Malted Food—Mfrs.

Thompson's Malted Food Co.

Malting Drums

GALLAND-HENNING

Malting Equipment

TOEPFER, W. & SONS

Malleable Iron

Badger Mall. & Mfg. Co.
NORTHWESTERN MALL. IRON CO.
South Side Mall. Casting Co.
Wisconsin Malleable Iron Co.

Mantel and Tile—Mfrs.

Durner, Urban F.
Wisconsin Mantel & Tile Co.

Mantels and Doors

Conway Veneered Door & Mantel Co.

Manufacturers Agents

Janowski, H. F. W.
Rolfe, Michael

Marble—Exterior and Interior Work

Grant Marble Co.

Marble—Mfrs.

Breidster Marble Co.
Grant Marble Co.
Lohr & Boyle
Lohr & Weifenbach

Mason Contractors

Danischefsky, Henry
Winter, William

Mattresses—Mfrs.

Berger, Wm. & Co.
CREAM CITY BEDDING CO.
Weigell, A. & Son

Meat Markets—Retail

Bell & Erschens
Buchmann, Julius
Buchmann, Justin
Elflein, Fred
Elser, John
Heinzen, Wm. A.
Kirsch, Irving A.
Safranek, Frank
Safranek, Martin
Schoenleber, Wm.
Sommer, Max
Turck, C. F.
Budilosky, C.

Meat Packers

CUDAHY, P.—CUDAHY BROS CO.
Gross, F. C. & Bros. Co.
Gumz, R. & Co.
LAYTON, THE CO.
PLANKINTON PACKING CO.

Meat Products—Mfrs.

Frank, L. & Son Co.
Schaaf, Frank
Usinger, Fred
WEISEL & CO.

Men's Furnishings—Retail

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Capper, Chas. W. & Co.
Hurley & Reilly Co.
Smith, A. J.
Stumpf & Langhoff

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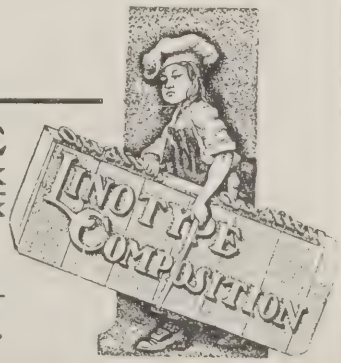

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Mahler, Albenberg & Co.
Rice, J. H. & Friedmann Co.

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Klein, N. W. Adjustment Co.

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Bauman, H. J. & Son
BRENK BROS.
Hirsch, Sidney Co.
Housman, A. Edw.
Hunter, Sandie Co.
Lehman, Peter & Son
People's Tailoring Co.
Polachek, Chas. Co.
Sherman, D. F. & Co.

Metal Working Machinery—Mfrs.

Kempsmith Mfg. Co.

Meter (Water)—Mfrs.

BADGER METER MFG. CO.

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Milwaukee Factory Supplies

Millinery (Straw and Felt Hats)—Mfrs

National Straw Works

Millinery—Wholesale

BLUMENFELD, LOCHER CO.
Cream City Bonnet Frame Works
HEIMANN, M. & CO. (INC)
MILLER-GENZ CO.

Milling—Feed

Krause, C. A. Milling Co.

Milling Machinery—Mfrs.

KEARNEY & TRECKER
Kempsmith Mfg. Co.
Prinz & Rau Mfg. Co.

Mill Work—Mfrs.

Rockwell Mfg. Co.

Mineral Waters Bottlers

Husting, E. L. Co.
Nee-Ska-Ra Mineral Spring Co.

Mining Machinery—Mfrs.

ALLIS CHALMERS MFG. CO.
POWER & MINING MACHINERY CO.

Mirrors—Mfrs.

MILWAUKEE MIRROR & ART GLASS WORKS
Patton, James E. Co.

Mittens—Mfrs.

Braun, P. J. Glove Co.
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Helmholz Mitten Co.
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Mittens—Wholesale

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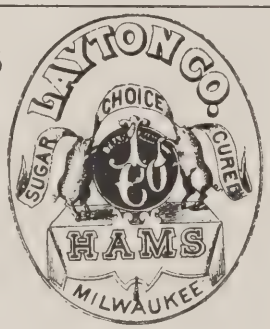

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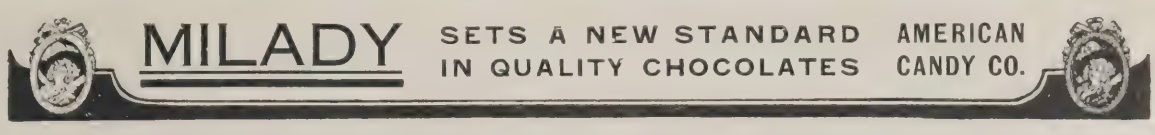

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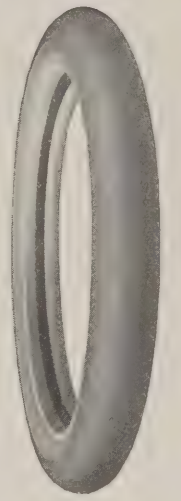

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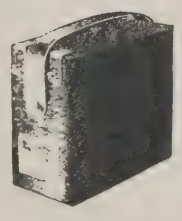

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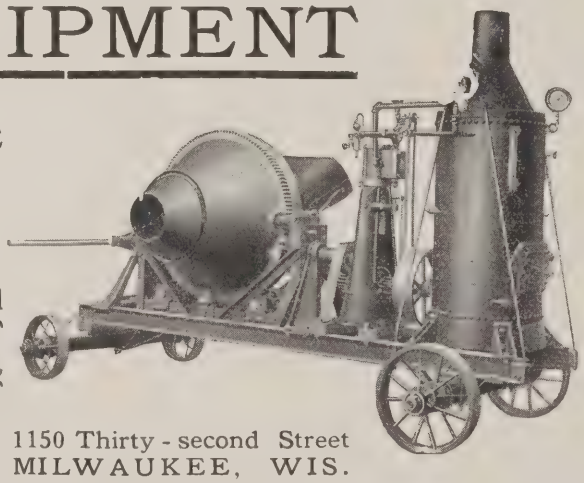

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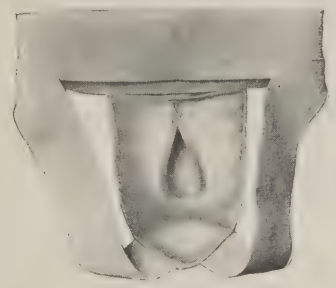

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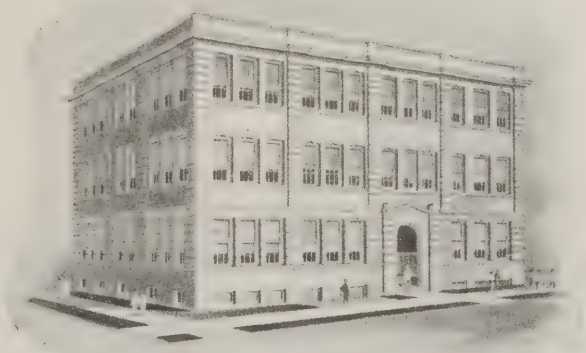

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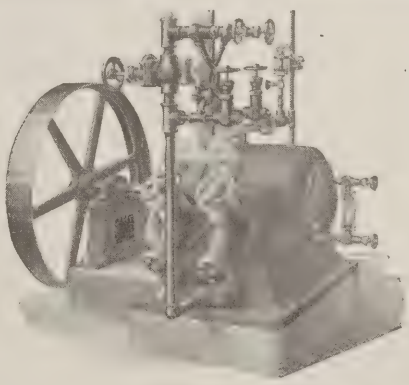

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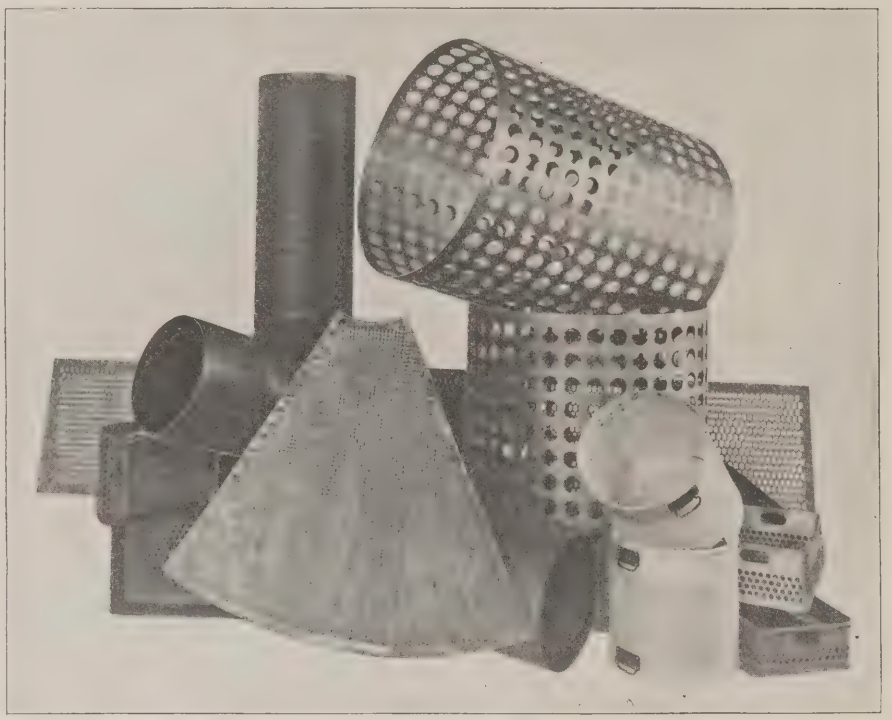

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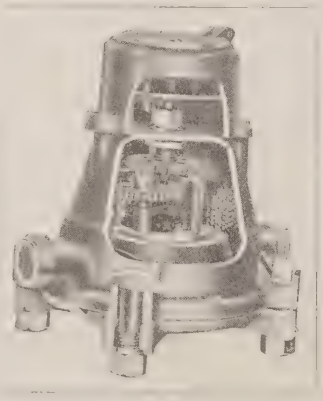

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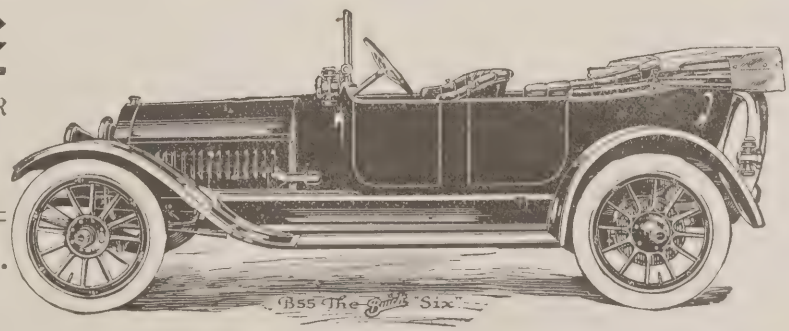

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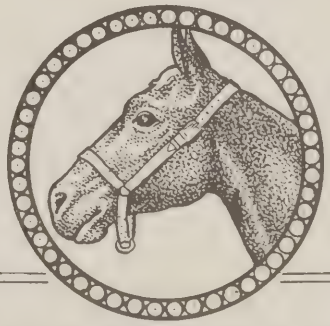

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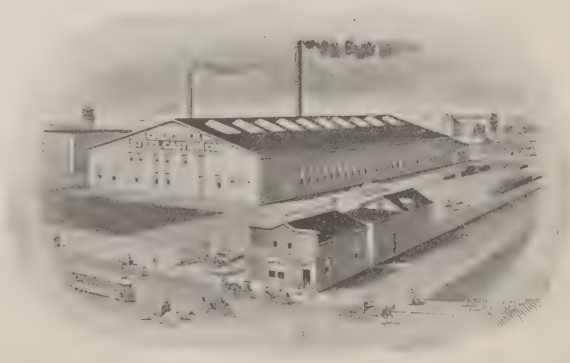

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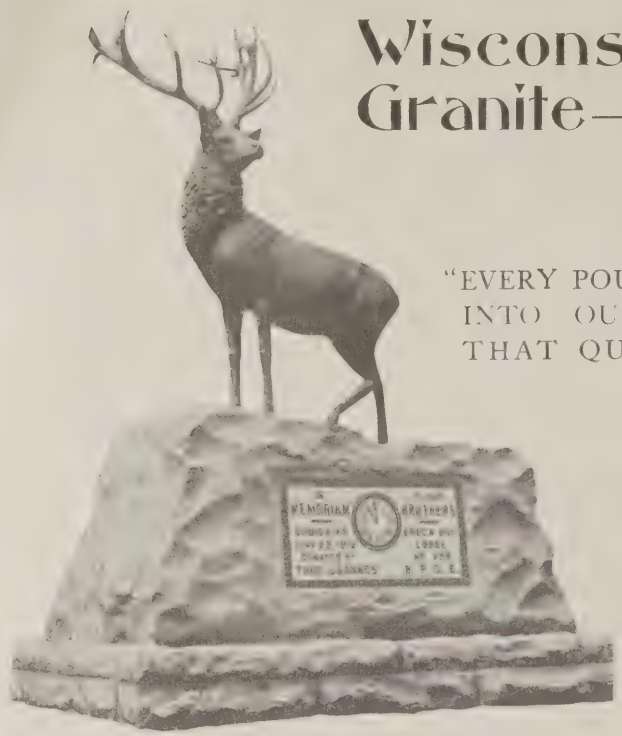

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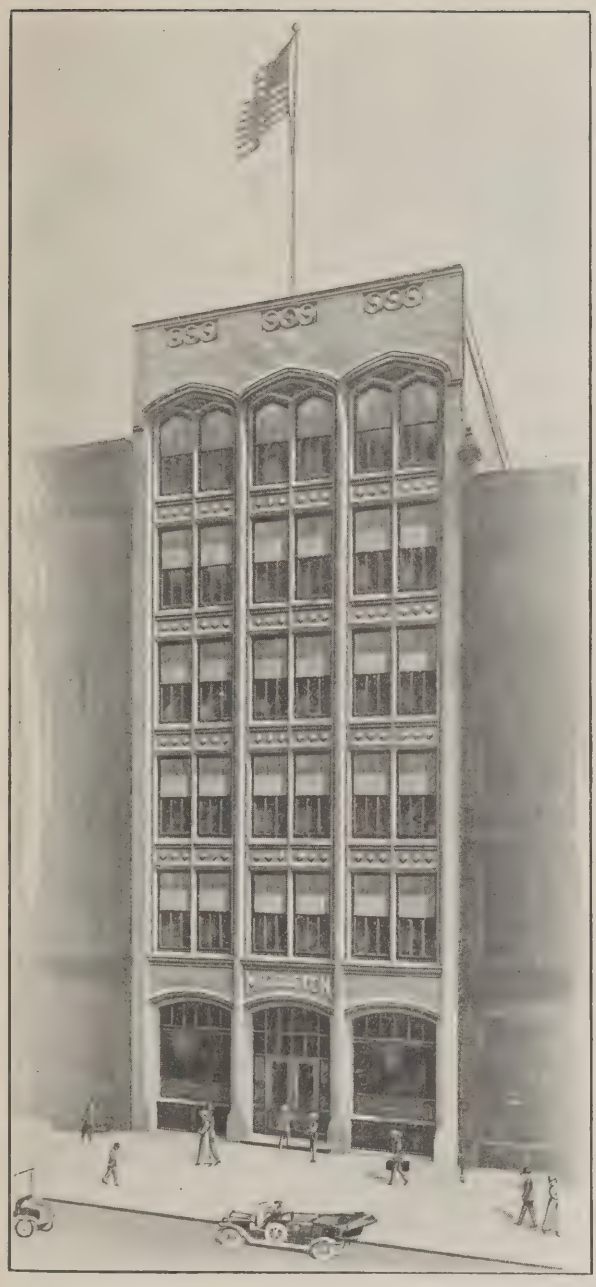

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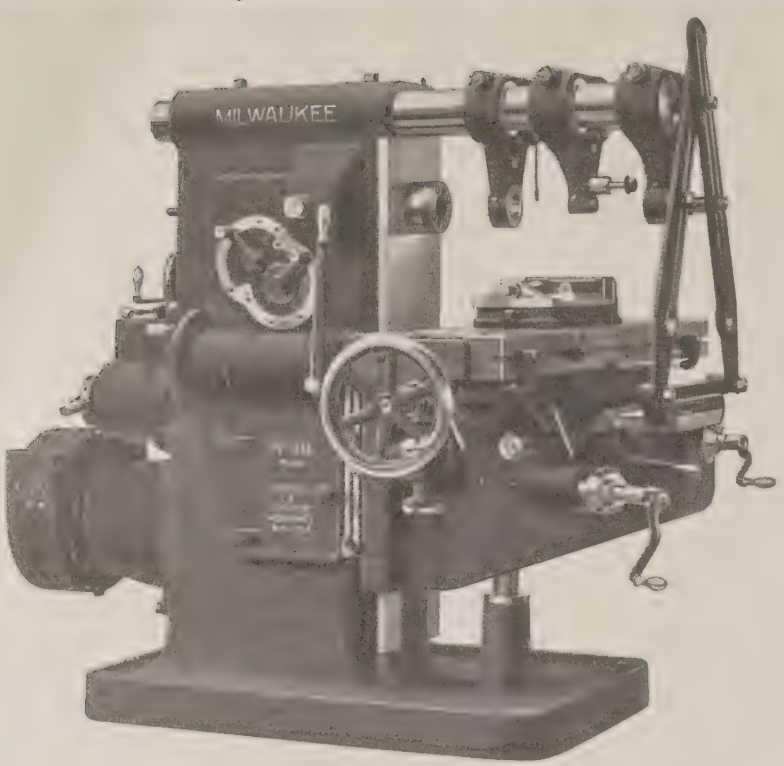

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Their Versatility

Means Much to the Small Manufacturer

Every shop equipped for any range of work must have a horizontal spindle milling machine.

Where the amount of work does not warrant installing both horizontal and vertical spindle machines or where it is desirable to have one very flexible machine rather than two separate machines, Milwaukee horizontal spindle Millers with vertical spindle attachment serve admirably.

Frequently, too, some work will turn up that baffles the ingenuity of the best mechanics in the shop. In such cases Milwaukee horizontal spindle Millers with universal milling attachments will solve the problem. This attachment broadens the scope of the machine to take in a large variety of universal milling work.

Again, the amount of slotting work is not always sufficient to enable a slotter to pay dividends on its purchase. In this event, it is a slotting attachment for Milwaukee horizontal spindle Millers that overcomes the difficulty.

These attachments embody the same excellence of design and careful attention to details that characterize the machines themselves.

We recognize primarily that the attachment must be properly designed to form a rigid and effective unit with the machine.

Our attachments are therefore made exceptionally rigid and heavy. We also extend the dovetail on the face of the column up to the overarm. It is thus possible to clamp the attachments to the machine and secure practically the same rigidity as though the attachments were actually cast as part of the machine.

The sturdy and rigid construction of the attachments for Milwaukee horizontal spindle Millers enables them to withstand severe and constant usage.

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A Milwaukee horizontal spindle Miller with its various attachments fits the shop for a truly tremendous variety of work.

To the small manufacturer, especially, this is important. On a much smaller investment he can handle a greater amount of work. His machine will be idle less often. He will economize on floor space.

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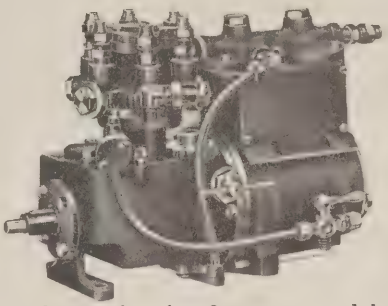

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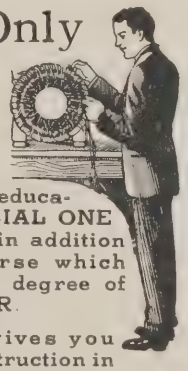

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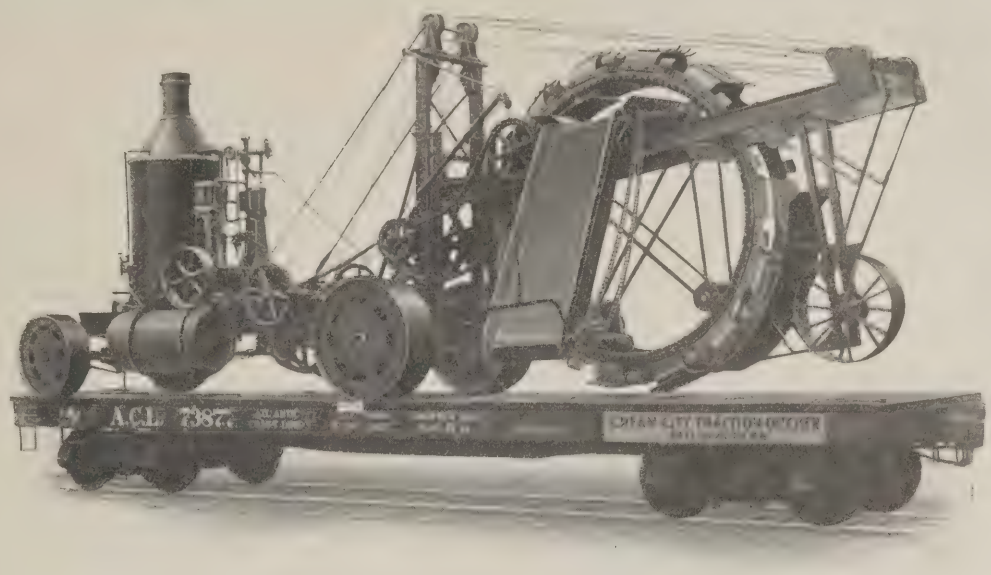

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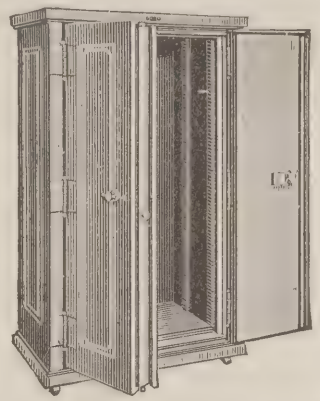

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Berlin Arcade

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The Yearbook *of* The Milwaukee Association of Commerce, *and* the special annual issue *of* Civics and Commerce, *for* —— —— 1919

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THE ANNUAL NUMBER OF CIVICS AND COMMERCE

ISSUED BY THE

MILWAUKEE ASSOCIATION OF COMMERCE

MILWAUKEE, WISCONSIN, JUNE, 1919

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WM. M. POST	Treasurer
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ROY L. STONE	H. S. CULVER

CARL HERZFELD

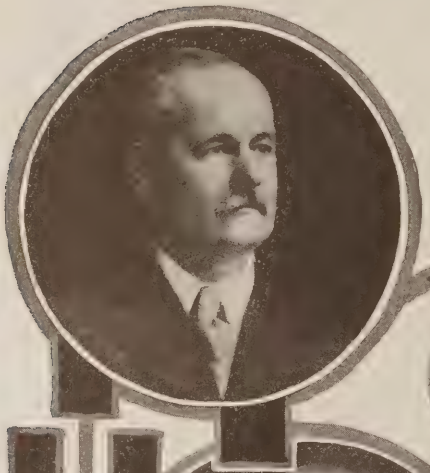
COMPILED AND EDITED BY
F. W. LUENING

Descriptive of the City of Milwaukee, its industries, its civic and social life and its environment—and descriptive of Wisconsin, the greatest dairy state in the Union.

BURDICK-ALLEN-DIETAS CO.—PRINTERS—MILWAUKEE

The Milwaukee Association of Commerce—Its Message

By F. W. LUENING



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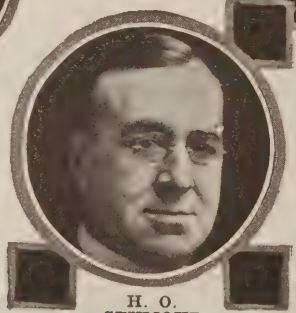

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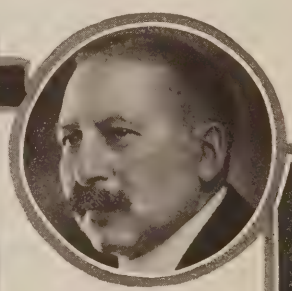
E. J. HUGHES
Director



CARY HERZFELD
Director

ROY L. STONE
Director

THE Milwaukee Association of Commerce has a membership of 3,000. This membership is representative of the leading manufacturing, commercial, financial, wholesaling, retailing and professional interests of Milwaukee, a city of more than 500,000 inhabitants.

The capital of the membership, employed in business, aggregates more than $175,000,000. About 75,000 persons are employed by the members of the Association of Commerce. The annual manufactured product and turn-over of this membership is in excess of $500,000,000. The average monthly payroll is more than $6,000,000.

The Association is dedicated to a greater, better and more prosperous Wisconsin and Milwaukee.

The Association—while naturally vitally interested in its own municipality—is by no means "local" in its interests or activities. It recognizes the immense importance of statewide and co-operative effort—for the good of all of the people within the state; for the sake of a state's prosperity, and for the enhancement of the ideals and achievements of a state's people.

The Association seeks to advance the social, civic and business interests of Milwaukee; it seeks similarly to advance these in-

terests in Wisconsin. It hopes to make Milwaukee a properly representative metropolis. It recognizes that the city is the gateway into a great territory, bounded by Lakes Superior and Michigan on the north and east. It recognizes that, as such, it must be a progressive, modern, active and generous municipality. On the other hand, it recognizes that the State of Wisconsin owes something to its metropolis, exactly as the metropolis owes much to the state. It feels that there should be close cooperation between the two; that the people of the state should be proud of their metropolis as the city should be proud of its state.

Believing in these things, the Milwaukee Association of Commerce is not only insuring business advantages, adequate home facilities, hospitality toward the stranger, and accommodations for his welfare and amusement, in Milwaukee proper, but also is seeking to advance the settlement of the northern counties; to insure the success of those who are pioneers on these fertile acres; to encourage increase in the herds and flocks of cattle and sheep now grazing over the marvelous grass lands of the state; to encourage agricultural effort and insure agricultural success; to aid the smaller cities of the state, helping them meet their commercial, industrial and social needs; and spreading throughout the United States—and beyond its boundaries—the story of Wisconsin.

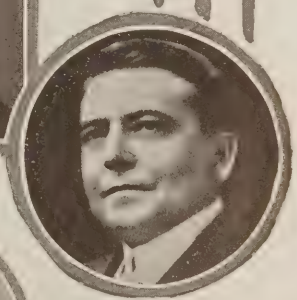
This is a story of diversified agriculture, of wonderful soil productivity; of constant and adequate rainfall; of climatic conditions ideal from the standpoint of human health as well as live stock and agricultural production. It is a story of beautiful countrysides, thousands of inland lakes, of roadways that offer all the tourist may demand. It is a story of the Great Lakes with ports, and harbors, and beaches unexcelled. It is, in fact, the story of a state prosperous commercially, industrially and agriculturally; a state of thinking people who have created a commonwealth in which industrialism and idealism, wholesome toil and prosperity, creative work and adequate play, have been happily blended.

The purpose of the Association of Commerce, then, is to advance the welfare of the people of Wisconsin and Milwaukee, and of that purpose the Association is constantly mindful, and is ever directing its best efforts.

J. G. KISSINGER
Vice-President

WM. M. POST
Treasurer

A. J. LINDEMANN
Director



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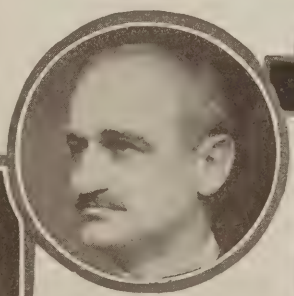

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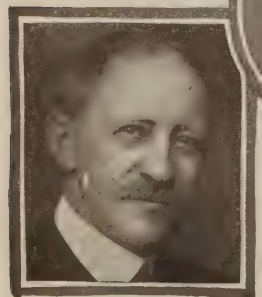


FRANK P. BLUMENFELD
Director

THEO. VILTER
Director

ALBERT FRIEDMANN
Director

Milwaukee—A State's Metropolis

MILWAUKEE is a city of more than one-half million population.

Its first industry is iron and steel. It produced in 1918, in excess of $55,000,000 worth of iron and steel products. Packed meats represent its second industry, with nearly $70,000,000. Leather to the amount of $45,000,000 also was produced.

Industrially Milwaukee's efforts run through practically every phase of manufacture. The city makes boots and shoes, electric and telephone supplies, elevators and lifting apparatus, refrigerating machinery, millinery and straw goods, cement blocks, toys, baby carriages, paints, and a long list of other products.

Milwaukee has equally strong jobbing facilities. Her products and those of other communities are carried in stock by jobbers, well equipped with warehouse facilities, and able to meet practically every form of requirement.

The city is one of homes. There is no "congested district" in the sense that other cities know such districts. There are practically no tenement houses in Milwaukee. The laboring population is largely housed in cottages, thousands of workers own their own homes. The city has acres of these homes ranging from modest cottages to expensive and beautiful structures. Mile after mile of street is lined with these habitations.

Milwaukee has one of the finest harbors on the

MILWAUKEE FROM THE BAY

City of Industry and Homes

great lakes. This harbor is being developed at the junction of three navigable rivers which form inland basins and offer miles of docking facilities. Concrete breakwaters have been erected by the government, and the harbor entrance is well adapted to receive and shelter lake vessels. Milwaukee's lake commerce is a growing one. Ore is shipped from Michigan and other northern points to Milwaukee. Coal shipments are received for distribution to the inland cities. Grain is moved through the port of Milwaukee, and lake commerce is an important factor in the city's activities. The following are striking facts about Milwaukee:

Population, 505,000.

Area, 16,547.7 acres.

Valuation, $539,457,120.00.

Tax rate, including state, county, school and city, $19.80.

Debt—Gross, $16,566,000.

STREETS:

491 miles of streets, of which 421 are paved.

12.53	with asphalt.
24.19	with brick.
11.13	with granite block.
10.14	with sandstone block.
11.15	with creosote wood block.
8.47	with bituminous concrete.
.99	with cement concrete
235.26	with macadam.

MILWAUKEE FROM THE BUFFALO STREET BRIDGE

Altitude, corner Jackson and Oneida Streets, 635.83.

Humidity, average A. M., 82; P. M. 76.

Temperature, average maximum, 65.6.

Average minimum, 50.8.

Birth rate, 26.44 per 1,000.

Mortality rate, 12.89 per 1,000.

Typhoid rate, 5.9 per 100,000.

Milwaukee's Public Library contains about 325,000 volumes; there are seven branch libraries.

Milwaukee has the most complete and serviceable Auditorium in the country; a main hall with a seating capacity of 10,000 and six smaller halls. Cost, with real estate, $1,500,000.00, half municipally owned.

Milwaukee has opened seven new fireproof hotels in the past two years.

Milwaukee's street car system has 101 miles of lines, mostly double track, within the one-fare limit. One carries passengers nine miles for a single fare, and without change of cars, while, by a transfer system, it is possible to ride twelve miles or more for a single fare.

Milwaukee's coal handling machinery is pronounced by government experts, the finest, most complete and most unique in the world, and represents an investment of about $2,000,000.00.

Milwaukee's water works furnished its citizens and those of adjoining suburbs an average of 54,885,366 gallons of Lake Michigan water daily in 1916, at a cost to the consumer of 6 cents a thousand gallons.

Milwaukee has about 3,600 large factories, representing more than one hundred separate lines of industry.

Milwaukee, according to population, makes more candy and chocolates than any other city in the United States, and supplies the cocoa used by the United States Navy.

Milwaukee paper boxes go all over the world, South America and Cuba being large consumers.

IN THE HEART OF THE DOWN TOWN DISTRICT

THE CITY HALL

GRAND AVENUE

MAJESTIC BUILDING

Iron and Steel—The City's First Industry

IRON and steel is Milwaukee's first industry.

The city's great iron and steel plants manufacture practically everything conceivable.

Production ranges from tacks to huge steam shovels, from the finest wire to great cranes, tractors, kilns and grab buckets. The following facts partially tell the story of iron and steel in Milwaukee:

There are 103 manufacturers of iron, steel and heavy machinery in Milwaukee. These firms employ 31,000 persons. They paid wages in 1918 to the amount of $37,833,405.00.

They employed capital to the amount of $77,272,493.00.

The value of their products was $156,000,000.

Milwaukee has the third largest locomotive car works in the United States—the largest owned by a railroad corporation.

Milwaukee manufactures 75 per cent of the heavy sawmill machinery made in the United States.

Milwaukee-made turbine engines are known in every part of the United States.

Milwaukee has the largest general automobile accessory plant in the United States.

Milwaukee makes more out-board detachable row boat motors than any other city in the world.

Milwaukee has the largest and best equipped plant for the manufacture of electric traveling cranes and hoists in the United States.

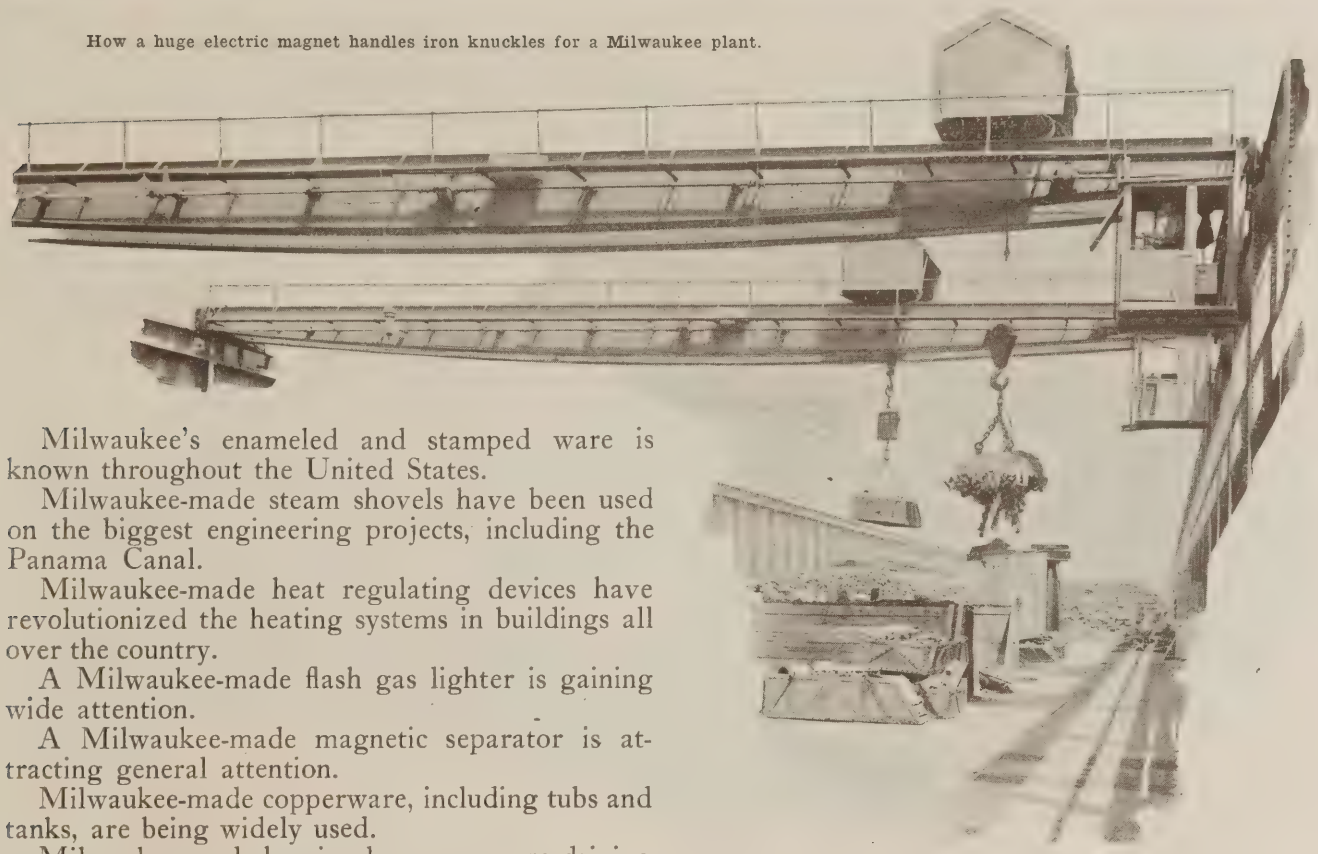
Milwaukee produces more and better pumping machinery than is made anywhere else in the country.

Milwaukee-made tractors are taking a leading place in the agricultural field.

Among the products made in Milwaukee are:

Agricultural Implements
Aluminum and Brass Castings
Aluminum Die Castings
Automobile Frames
Automobile Hoists
Auto Parts
Automobile Supplies
Sanitary Barn Equipment
Boilers
Blowers and Fans
Bottling Machinery
Iron Castings
Brass Valves
Herring-bone Gears
Chain Belts
Concrete Mixers
Electric Controllers
Corrugated Iron
Dairy Supplies
Drop Forges
Drums and Tanks
Electrical Appliances (including Electric Cranes and Controllers)
Enameled Ware
Engines of practically every type
Fire Extinguishers
Flour Milling Machinery
Gas Lighters
Gauges (measuring down to 1/1000 inch)
Grinders
All forms of Hardware
Iron Railings
Jacks
Kitchen Ware
Lead Pipe
Locomotives
Magnetic Separators
Metal Parts of all kinds
Motorcycles
Meters
Motor Trucks
Nails
Oiling Devices
Plumbers' Supplies
Propellers for Vessels
Practically every form of Pump
Steel Rails
Recording Machines
Refrigerating Machinery
Saws
Screws
Steam Shovels of the Hugh type that dug the Panama Canal
Structural Steel and Iron
Thermo-Regulator Devices
Tinware
Tractors
Tubs
Valves
Washers
Wheelbarrows
Wire of every sort

How a huge electric magnet handles iron knuckles for a Milwaukee plant.



Milwaukee's enameled and stamped ware is known throughout the United States.

Milwaukee-made steam shovels have been used on the biggest engineering projects, including the Panama Canal.

Milwaukee-made heat regulating devices have revolutionized the heating systems in buildings all over the country.

A Milwaukee-made flash gas lighter is gaining wide attention.

A Milwaukee-made magnetic separator is attracting general attention.

Milwaukee-made copperware, including tubs and tanks, are being widely used.

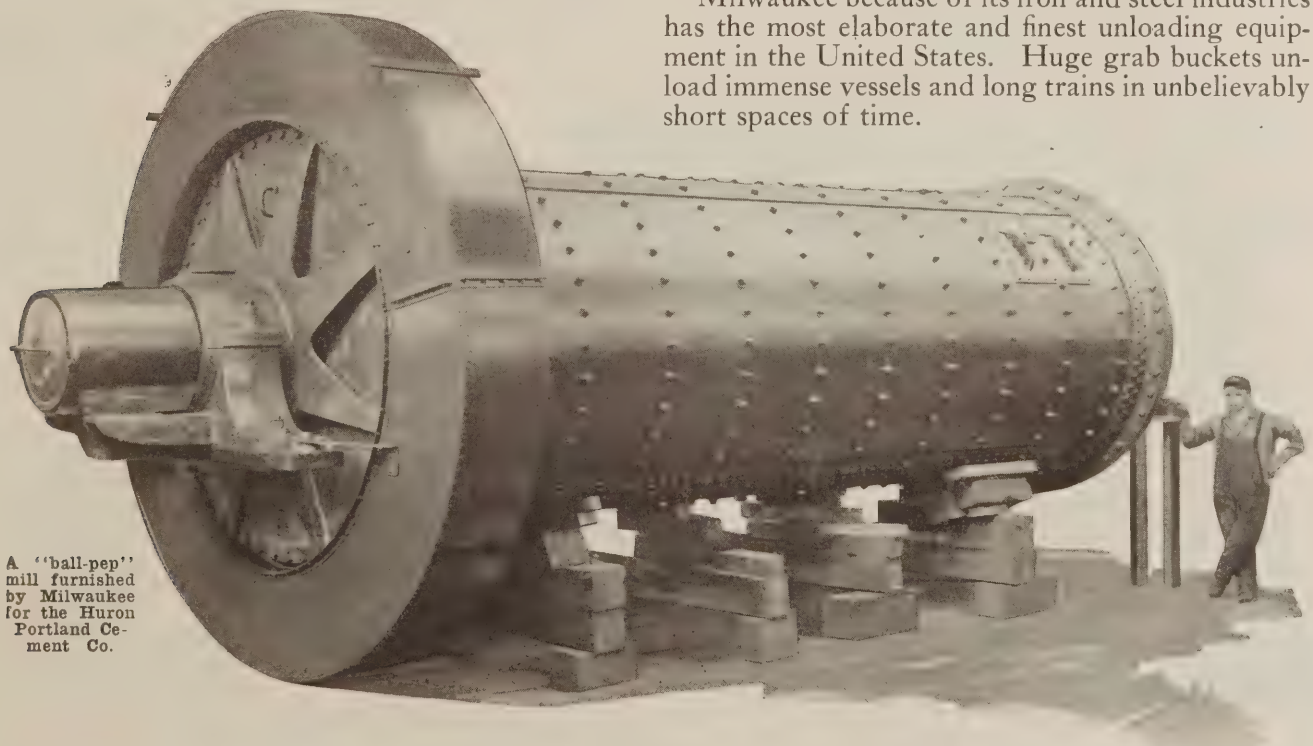
Milwaukee-made herring bone gears are driving the fastest vessels in the United States Navy.

Milwaukee-made refrigerating machinery is used in every part of the world. It has a reputation for superior excellence.

Milwaukee is rapidly gaining a reputation as a manufacturing center for concrete mixers.

One Milwaukee plant includes in its entire output only carpet tacks.

Milwaukee because of its iron and steel industries has the most elaborate and finest unloading equipment in the United States. Huge grab buckets unload immense vessels and long trains in unbelievably short spaces of time.



A "ball-pep" mill furnished by Milwaukee for the Huron Portland Cement Co.

Fabricated steel vessels were manufactured in Milwaukee throughout the war period.

Steel wheelbarrows are among Milwaukee's important product in iron and steel.

Gas engines of the highest type are manufactured in Milwaukee in quantity.

Five cylinders, two cycle, Diesel oil engines—the largest fuel oil engines ever built in America—are known as the Nordberg-Carels Diesel Oil Engines and are made in Milwaukee.

A great rotary kiln, Milwaukee-made, and in use in New Duluth, Minn.

Kitchen utensils, stamped and enameled in Milwaukee, are used in households, hotels and kitchens in every part of the United States.

Stamped and enameled ware, Milwaukee-made, were used in the training camps and field kitchens of the United States Army throughout the war.

Ship propellers are the principal product of one Milwaukee plant.

Automobile chassis and heavy body parts are made in Milwaukee and one of the city's large plants has become famous throughout the nation for the excellence of its work on its field.

An erecting shop, and pumping machinery being assembled.

Oiling devices for every type of machine have reached the highest state of perfection under Milwaukee manufacture.

Copper ware, including tubs and tanks, are largely made in Milwaukee.

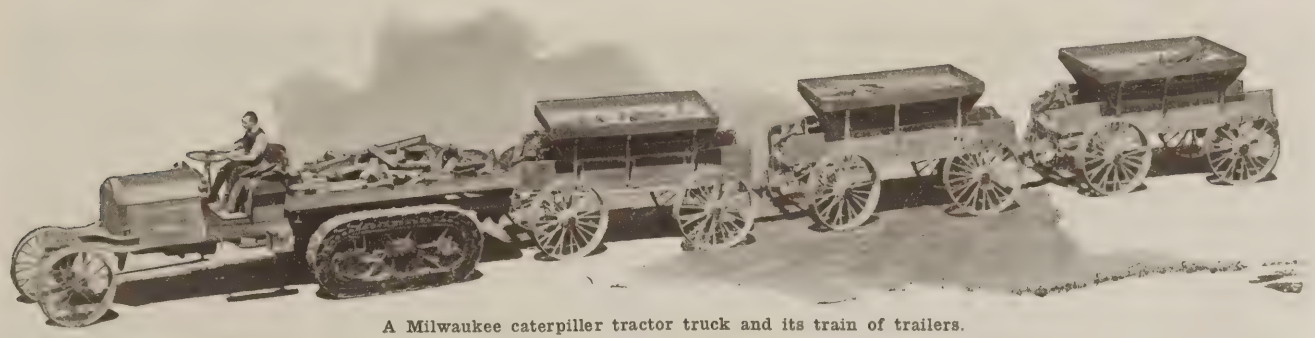
Milwaukee-made stoves are known throughout the United States and are produced to the value of millions of dollars annually.

Motor trucks now are being made in Milwaukee in large numbers.

Electrical equipment of every type is turned out in the largest of Milwaukee's iron and steel plants.

Milwaukee manufactures more and better motorcycles than any other city in the United States.

Ornamental iron work is produced in large quantity in Milwaukee.



A Milwaukee caterpiller tractor truck and its train of trailers.

Galvanized iron in every form is one of Milwaukee's products.

Milwaukee's turbines, centrifugal pumps and pumping engines are in use on the St. Lawrence River, in the State of Washington, in Tennessee, in Havana, Cuba, at Look Out shoals and Milwaukee machinery operates plants in Copper Cliffs, Ont., in Gary, Ind., at Niagara Falls and in practically every other part of the country where large water power developments or big engineering projects are in operation. One Milwaukee plant specializes in washers and millions of these necessary machine parts are manufactured annually.

Gages measuring down to one one-thousandth of an inch are produced in Milwaukee.

Dairy supplies are being made in Milwaukee in ever larger quantities.

Steel files and steel furniture are manufactured by a number of Milwaukee plants.

Electric controlling devices made in Milwaukee are used by the United States Navy.

In consequence of this diversified and immense iron and steel production, Milwaukee has a large supply of raw materials of every kind for manufacturing purposes. Avenues through which these materials are supplied have been opened by the iron and steel plants. The coal fields are in close touch with Milwaukee. Ore production in the Lake Superior district has Milwaukee connections. All of the many factory supplies needed not only by the iron and steel industries, but by any manufacturer, are available in quantity in the Milwaukee market.

The Milwaukee harbor, Milwaukee's rivers, and Milwaukee's receiving terminals, are equipped to handle raw materials of every kind. The manufacturer planning to locate in Milwaukee, therefore, may be assured not only of these raw materials, but also of an adequate labor market and adequate transportation facilities into the fields where his goods will be purchased.

A converting plant, Milwaukee-made, in Copper Cliffs, Ontario.

UNIVERSITY OF ILLINOIS LIBRARY

Section of the sole leather cutting room in one of Milwaukee's shoe factories, showing big power sole leather presses (Photo supplied by F. Mayer Boot & Shoe Co.)

Leather—and the Consequent

LEATHER is listed as Milwaukee's third industry.

If taken in conjunction with boots and shoes and other allied manufacture, it is distinctly the second industry.

The actual production of leather in 1918 was engaged in by twelve firms. They employed 5,000 persons. They paid in wages, $5,575,000. They employed capital of $32,500,000. The value of their production was $45,000,000.

Boots and shoes were made by 31 firms, employing 7,500 persons, paying almost $6,000,000 in wages, employing capital amounting to $4,320,000, and producing finished products to the amount of $30,100,000.

The combined production of the tanneries and the boot and shoe manufacturers, therefore, amounted to $75,100,000.

Milwaukee is noted for the quality and amount of leather produced by its tanneries.

Milwaukee is one of the largest shoe producing centers in the middle west.

Milwaukee is the largest trunk and satchel manufacturing center in the world.

However, although iron and steel and leather are two of the largest industries in Milwaukee, it should not be assumed that they represent the major part of the manufacturing field.

Milwaukee is a city of diversified industries.

A summary of Milwaukee industry and commerce during the year 1918, follows:

Total of all manufactures	$741,188,557
Total Capital	392,644,414
Total Wages Paid	141,455,203
Total Number of Employes	146,109

Ten leading manufactures in 1918:

Iron, Steel, Heavy Machinery	$155,696,044
Packed Meat	68,200,000
Leather	45,000,000
Auto Accessories, Commercial Trucks	31,000,000

Section of a department where Goodyear Welt Shoes are lasted
(Photo supplied by F. Mayer Boot & Shoe Co.)

Shoe Center of the Mid-West

Boots and Shoes	30,100,000
Coal and Wood Products	30,100,000
Electric and Phone Supplies	29,233,000
Malt	21,000,000
Hosiery, Knit Goods	12,300,000
Gasoline and Oils (wholesale)	12,000,000

The following are further important industries, together with the value of the production in the year 1918:

Soap	$ 11,475,000
Sausage	12,200,000
Publishing	10,800,000
Agricultural Implements	10,310,000
Packing Boxes	10,100,000
Structural Iron and Bridges	9,150,000
Confectionery, Chocolate	9,100,000
Motorcycles	8,233,426
Men's and Boys' Clothing	8,300,000
Millinery and Straw Goods	7,000,000
Flour	6,000,000
Milk and Butter	6,803,000
Harness and Saddlery	6,200,000
Malleable Iron Castings	6,100,000
Drugs and Chemicals	5,206,000
Cigars and Tobacco	5,600,000
Work Clothing	5,900,000
Furnaces, Stoves	5,600,000
Woodwork	5,600,000
Laundries, Dyeing, Etc.	4,000,000
Furniture, Upholstering	4,000,000
Plumbers' Supplies	4,200,000
Plumbing and Steam Fitting	3,000,000
Fur Goods	3,100,000
Blank Books, Binding	3,110,000
Hats and Caps	3,110,000
Paper Hanging	2,800,000
Merchant Tailoring	3,502,000
Toys, Baby Carriages, Etc.	3,000,000
Paints and Varnish	2,604,000
Railroad Equipment	2,910,000
Marine and Shipbuilding	2,640,000
Bags and Bagging	2,100,000
Bedding, Mattresses	2,310,000
Cooperage (not Breweries)	2,809,000
Book and Job Printing	3,910,000
Florists	2,300,000
Elevators and Lifting Apparatus	1,700,000
Brooms and Brushes	1,750,000
Asphalt and other paving	1,800,000
Cement Blocks, Bricks	1,000,000
Trunks and Satchels	1,400,000
Photography	1,506,000

Section of bottoming room for ladies' welts and turns
(Photo supplied by F. Mayer Boot & Shoe Co.)

Some conception of Milwaukee's shoe industry may be gained from the following figures:

In a single Milwaukee plant—there are thirty-one—10,000 pairs of shoes per day are manufactured. This is at the rate of 16⅔ complete pairs of shoes every minute. This one plant, then, has facilities for turning out 3,000,000 complete pairs of shoes during every working year of 300 days, 10 hours per day.

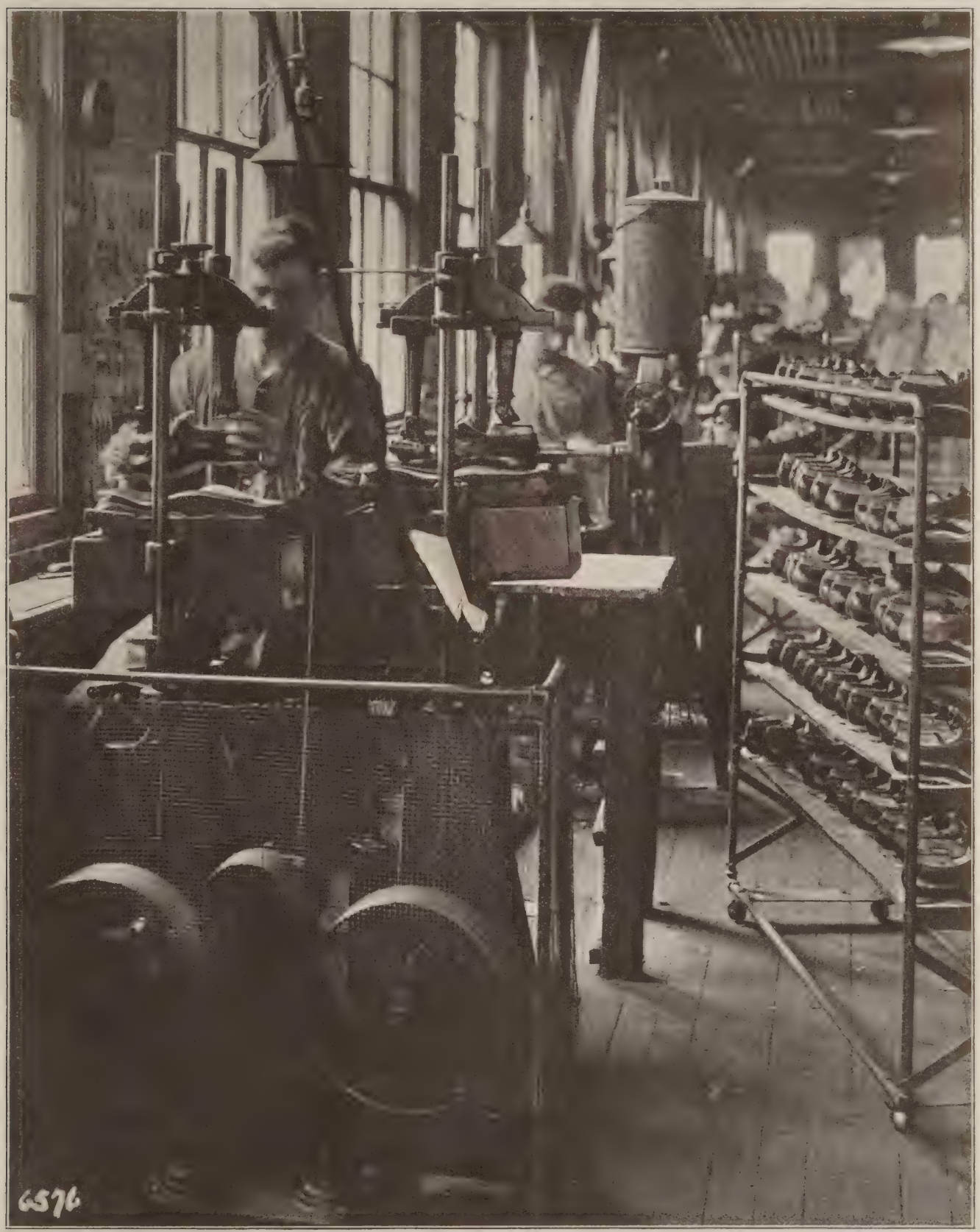
A total of something like 382,573 hides are required for the work, divided about as follows:

55,447	Steers.
51,602	Calves.
22,320	Horses.
28,676	Cows.
62,160	Sheep.
1,306	Kangaroos.
181,008	Goats.

In consequence of this great shoe production, Milwaukee has become a center for skilled shoe workers. These men have found contentment not only because they receive an adequate wage, but because living conditions, educational conditions, and recreational conditions in Milwaukee are unusually excellent.

The establishment of the above industry in Milwaukee was due to a number of facts. The many and natural advantages of the city as a manufacturing center, the tremendous territory tributary to it and its immediate leather supply offered strong inducements to the boot and shoe factory. One company after another took advantage of these opportunities until today thirty-one plants are in operation in the city. Other manufacturers are at this time looking over the field and it is more than probable that in the early future there will be added to Milwaukee's plants one or more factories wherein the highest possible grade of shoes will be made.

Shoe quality, however, already has reached an unusually high standard in Milwaukee. The buyer coming to the Milwaukee market is sure to find the shoe he may need. The range and variety made in the city covers almost every type of shoe known



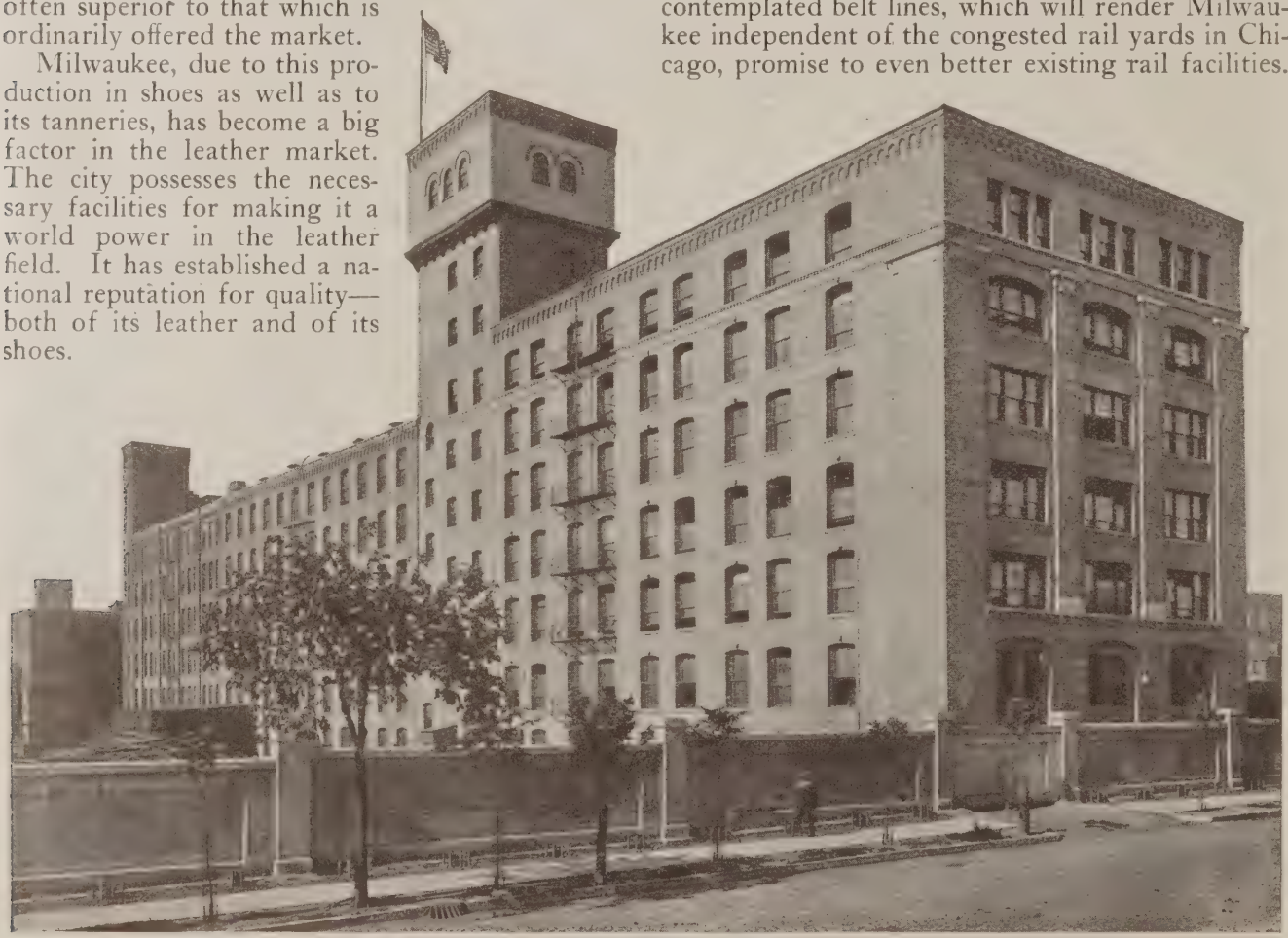
Leveling machines in operation. This machine levels the bottom of the shoe
(Photo supplied by F. Mayer Boot & Shoe Co.)

to the trade. The different lines of shoes are highly specialized. It is said that they each are equal to anything manufactured and often superior to that which is ordinarily offered the market.

Milwaukee, due to this production in shoes as well as to its tanneries, has become a big factor in the leather market. The city possesses the necessary facilities for making it a world power in the leather field. It has established a national reputation for quality—both of its leather and of its shoes.

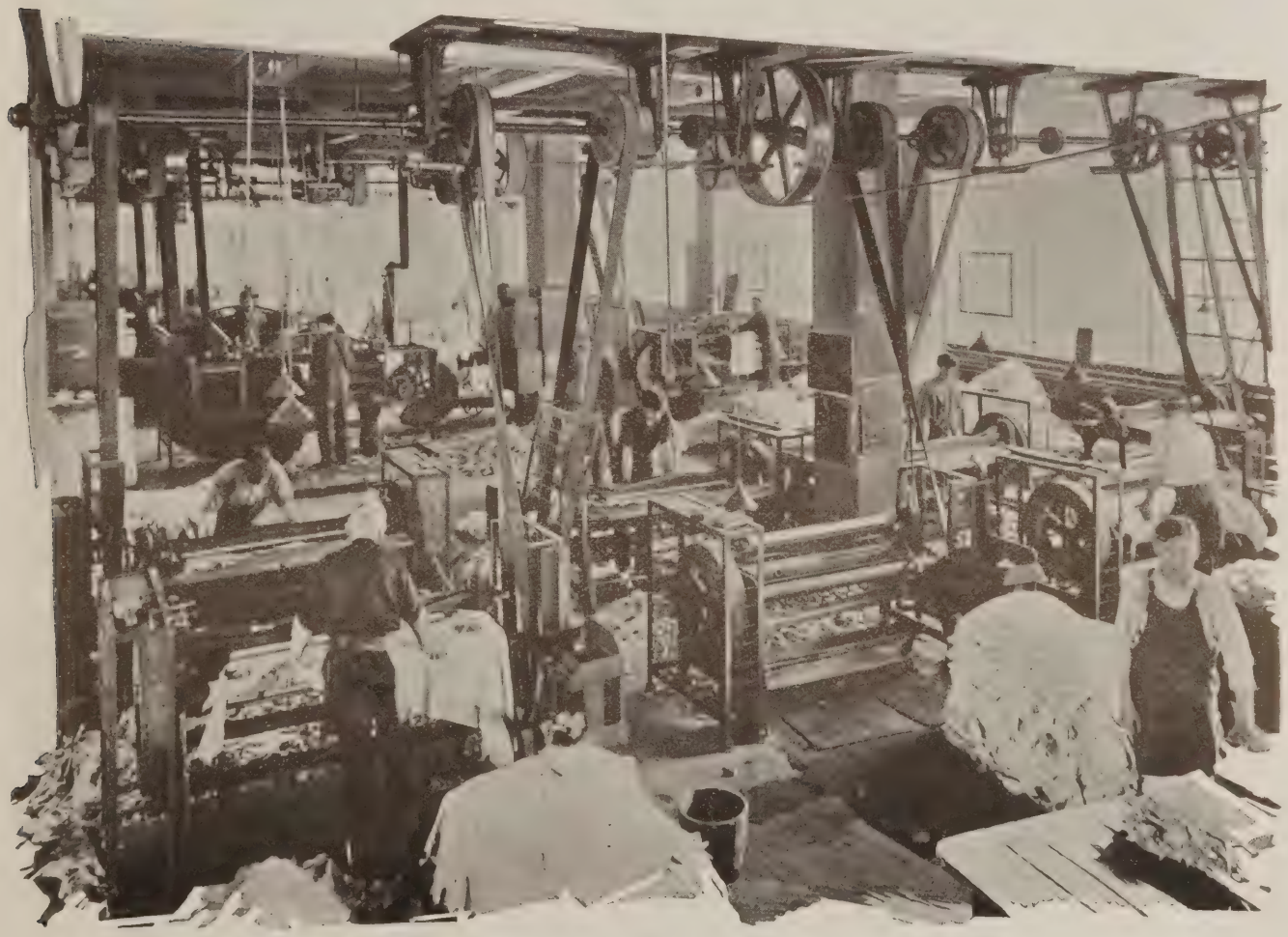
The city's location may have something to do with the development of these two industries. Geographically, Milwaukee is located in about the center of the United States. Through the Great Lakes it has become an inland seaport. Its harbor facilities are naturally excellent; they are being improved at enormous expense and in the near future the city will boast one of the finest inland harbors in the world, with dock facilities second to none. This harbor and Great Lakes traffic gives the city a ready outlet to the east.

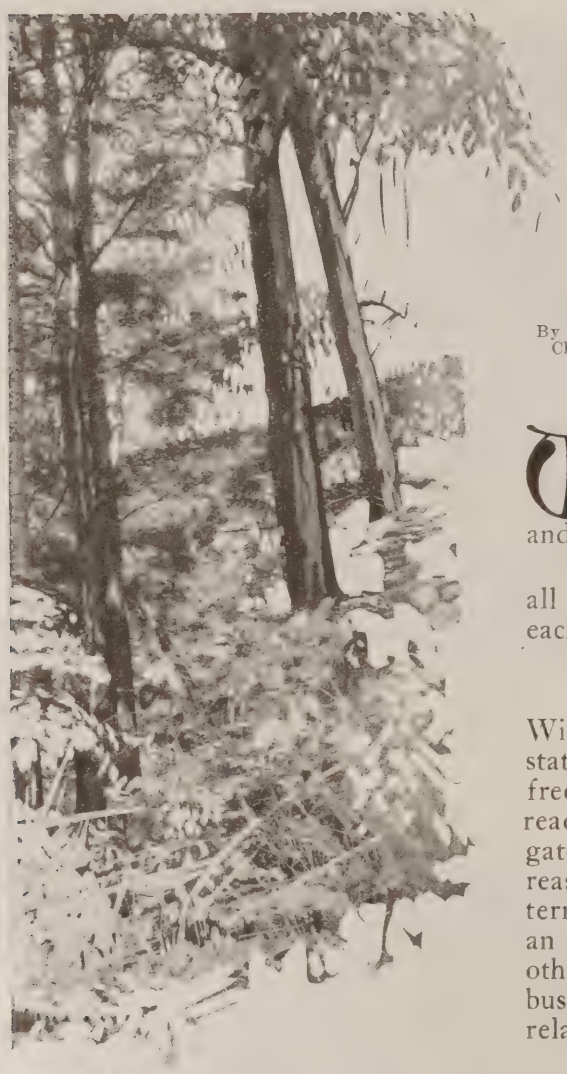
Rail transit is excellent to the north and west and contemplated belt lines, which will render Milwaukee independent of the congested rail yards in Chicago, promise to even better existing rail facilities.



Part of one of Milwaukee's Tanning Plants.

The Chemical Laboratory as a Part of the Modern Tannery, and Below, the Operations in a Section of one of the Big Milwaukee Tanneries, of Which the City has a Number. These Great Plants Cover Acres of Ground, Employ Thousands of Persons, and Their Products are Valued at Almost $50,000,000.





Welding the Interests of City and State

The 1919 Trade Promotion Tour and Its Meaning to the Commercial Men of Metropolis and Country

By J. G. KISSINGER
Chairman, Jobbers' Committee

THE Trade Promotion Trip for 1919, arranged by the Jobbers' Committee of the Association of Commerce, covers thirty-five important cities and villages in central and northern Wisconsin.

In planning this trip the jobbers made every effort to give all possible attention and the longest possible period of stop to each community.

Necessarily, however, the stop in many places must be brief.

The jobbers have desired to establish closer contact with Wisconsin people. It is recognized that Milwaukee, as the state's metropolis, should offer her facilities and her services freely to other state communities. Milwaukee should stand ready to be helpful in every possible way. The city is the natural gateway into Wisconsin from the east and south, and this too is reason for intimate acquaintance by Milwaukee with the great territory that lies to the north and west of her. The state needs an active, aggresive and helpful metropolis. The city, on the other hand, needs an active, aggressive and helpful state. The business and social prosperity of both city and state are interrelated. As the one prospers, so will the other prosper.

The 1919 Trade Promotion Tour, therefore, gives opportunity for almost 100 Milwaukee business men to meet other hundreds of business men in other parts of Wisconsin. This contact will result in an exchange of ideas. It will bring the problems of the state graphically before Milwaukee men; and it will bring Milwaukee problems graphically before the state's business men. The establishment of business relations — mutually satisfactory and beneficial — is of course eminently desirable. However, if the Trade Promotion Tour succeeds in cementing friendship and the spirit of good-fellowship and co-operation between the state and

Wisconsin has Produced Millions of Feet of Lumber.

its metropolis, it will have achieved a large part of its purpose.

In this year Milwaukee jobbers and other business men are specifically interested in the development of acreage, recently accomplished. Not only have the established dairy interests of southern and central Wisconsin continued to progress, but a new livestock movement in the north has taken impetus. Western cattlemen are beginning to recognize the immense value of Wisconsin's grass lands and sheep breeders are realizing that the climate and the natural productivity of the state are unsurpassed for mutton and wool raising. Some ranches have been established and there is promise of more in the future. Milwaukee business men want to keep in touch with this new movement, and plan to study it at first hand during the 1919 Tour.

Milwaukee jobbers firmly believe that the benefits to be derived from a visit by a body of business men, who come from the metropolis to the smaller centers, are mutual and reciprocal in a material sense, as well as conducive to those relations of friendship which are so important a factor in business.

The friendly relations which exist are well attested in the many kindly invitations that have come

Her Forests Yield to the Lumberman's Axe, only to make way for Fertile Grazing and Farm Lands.

Finished Wood Products—Milwaukee is Known for Her Fine Furniture.

to the Association of Commerce since the itinerary was made up.

The points to be visited are: Schleisingerville, Allenton, Theresa, Lomira, Green Bay, Seymour, Black Creek, Shiocton, Manawa, Iola, Marshfield, Ladysmith, Prentice, Ashland, Phillips, Medford, Dorchester, Owen, Withee, Thorp, Stanley, Boyd, Cadott, Chippewa Falls, Menomonie, Eau Claire, Stevens Point, Plainfield, Hancock, Coloma, Westfield, Packwaukee, Montello and Portage.

The cities in which the participants will spend the evenings are: Green Bay, Marshfield, Ashland, Stanley and Eau Claire.

The trade excursion is conducted under the auspices of the Jobbers' Committee of the Association of Commerce. The special committee, which is in immediate charge of the train, includes John L. Klingler, Frank P. Blumenfeld, Otto C. Knell, Victor M. Stamm and J. G. Kissinger, Chairman.

The Forest Harvest Ready for the Mill.

State Development

THE Milwaukee Association of Commerce is actively engaged in state development work.

More than a year ago Milwaukee's business men determined that the welfare of the state and the city were inter-related. Milwaukee will prosper as the state prospers; the state will prosper as its metropolis prospers.

A State Development Division was created within the Association. During the year this division studied the colonization problem. It learned that a constructive policy is needed to bring to use all of Wisconsin's idle acres. It felt that men without capital should be given opportunity to secure farms. It recognized, however, that land owners—if they are to provide farms for men without money—must be financially aided to accomplish this purpose. Consultations with members of the Wisconsin Legislature followed. Bills designed to aid land colonization companies were determined upon.

The State Development Division felt, too, that other efforts to utilize Wisconsin's acreage should be undertaken. These efforts, it was felt, might be concentrated upon men able to finance themselves in their use of northern land. Thereafter the Association of Commerce of Milwaukee raised $10,000. This amount was expended in touring the western grazing country, in making ranch to ranch visits, and in pointing out to western cattle and sheep growers the advantages of northern Wisconsin. The result of this effort is found in thousands of heads of cattle and sheep being shipped into Wisconsin from the west. It is probable that the state will become one of the greatest grazing countries in the United States. The Association will continue these efforts. It is now assembling land to be purchased in large tracts by western men. It is securing the co-operation of land owners in this effort.

During the year it was proposed that the Association's State Development Division coordinate its own work and that of the Wisconsin Advancement Association. A referendum vote by the Association approved the plan.

And the Mill, where Logs Become Lumber and thus give Milwaukee Another of her Important Industries.

THE AUDITORIUM—COVERING THE SQUARE BOUNDED BY CEDAR, STATE, FIFTH AND SIX
ARENA AND MACHINERY HALL. ANNEX AT RIGHT, CONTAINING SIX HALLS. VALUE,

Milwaukee's Great Convention

MILWAUKEE'S Auditorium, a semi-public building, covers an entire square block. Its main hall will seat 10,000 persons. Its smaller halls, of which there are six, will accommodate almost as many more.

Machinery Hall, which is a huge exhibit space, has a floor area of 45,000 square feet.

The main arena is an immense oval. Permanent seating arrangements prevail in its boxes and galleries. The actual arena is 225 feet long and 100 feet wide. Seats are provided for this entire space. These, however, are removable. The concrete floor can be covered by a hardwood floor for dancing, sectionally made and quickly laid.

One of the largest stages in the country with every facility for handling stage equipment and with commodious dressing rooms, are a part of this main hall.

Thus, the hall lends itself to public gatherings, including conventions or national speakers; it will accommodate the most stupendous grand opera production; it is an eminently successful concert hall and entire choruses can be seated upon its stage. The adaptability of the main arena, however, makes it equally possible to conduct a successful horse show or dairy show. An exhibit of practically any nature, an indoor circus, or a football game. The arena has been used for every form of public gathering from the prize fight to grand opera, from the horse show to a national political convention, from an indoor circus to an address by the Nation's President.

The smaller halls include Kilbourn, Juneau, Plankinton, Engleman, Walker and Market Hall. The largest of these—the John Plankinton Hall—carries an opera seating arrangement and complete stage equipment. It is provided with two manual pipe organs and has ample seating capacity for large gatherings. The other halls are, or can be, similarly equipped, except that they do not all contain the stage.

Machinery Hall, with its 45,000 square feet of exhibit space, offers a magnificent area for shows or exhibitions of practically any kind. This hall is directly connected with street level entrances by inclines. Either motor or horse drawn vehicles can be driven directly upon the floor.

The Milwaukee Auditorium is so arranged that

TH STREETS, IN THE HEART OF THE HOTEL DISTRICT. MAIN HALL, AT LEFT, WITH LAND, BUILDING AND EQUIPMENT, $1,100,000. EXTERIOR DIMENSIONS, 330-300 FEET.

Building—The Auditorium

the largest conceivable convention can be fully accommodated under its roof. Or several conventions can be conducted simultaneously without any one of them being aware that anything else is going on in the building. Upon many occasions has the Auditorium witnessed a concert in its main hall, a comparatively noisy meeting in one of its smaller halls, a military troop drilling in a third of its halls and an exhibit being conducted in Machinery Hall. And yet, none of these activities disturbed the other.

Under this same roof meals may be served and ample rest rooms, smoking rooms, cloak rooms with checking facilities, and committee rooms are provided. It is quite conceivable that convention delegates or those participating in an exhibition or show might remain for a full week and never leave the Auditorium, except to find sleeping accommodations.

With the equipment thus outlined, the Milwaukee Auditorium is competent to handle almost any public gathering which can be conceived. Not only are building facilities adequate, but the management of the institution is exceptionally qualified by experience to further the interests of those using the building.

The Auditorium Board is made up of Milwaukee's foremost business men. Mr. Joseph C. Grieb, manager of the building, has been connected with the Auditorium since its inception. He aided in the campaign for funds to provide the structure; he helped effect an organization; he supervised in its building; he was elected manager thereafter. His long experience has resulted in the smoothest possible working of every detail. He has built up around him an organization that appears to be competent to handle anything. An immense display of heavy machinery, for instance, will vanish from the Auditorium's main hall, a highly polished dance floor will take its place and dainty decorated booths for the dancers will be substituted almost without obvious effort. Thousands of people will leave this main hall upon adjournment of a national convention late at night. Next day an indoor circus or a horse show, a band concert or a floral festival will be in full progress.

The great main hall with seating capacity for 10,000 persons and an arena 225 feet long and 100 feet wide, unobstructed by pillar or post. This hall is so arranged that great seating capacity or big floor area are readily made available and lends itself to every form of public use, from the football game to grand opera. Eminently successful horse and cattle

John Plankinton hall, with opera seating and complete stage equipment. Two manual pipe organs are provided. This is the largest, but only one of six halls, in the Auditorium annex, which provide any facility that any convention or other form of meeting can possibly require.

shows have used it; world famous opera companies have found it unexcelled; the nation's foremost men have spoken from its stage; delegates from every part of the world have met in convention within its walls and the country's greatest military bands have found its facilities perfect.

Machinery hall, with 45,000 square feet of exhibit space. This huge lower-floor hall offers exhibit space unparalleled. It is directly connected with street-level entrances by inclines, so that exhibit material can be handled by team or motor vehicle direct to the point of display. The hall is scientifically illuminated and perfectly ventilated.

Milwaukee Banks

MILWAUKEE is adequately provided with sound and unusually strong banking institutions. The city has twenty-three banks in the city proper, and seven in the county outside of the city.

It is reported that by merger, the city will have at least one $100,000,000 financial institution in the immediate future. A combined statement under the call of November 1st, shows bank assets of $192,370,704.50.

Milwaukee bankers have been a potent factor in maintaining the business integrity of the community, and in bringing it up to its present high credit standing with an outside world.

The banks always are ready to investigate projects requiring financial support, and are always ready to advance such report when the project is truly meritorious. There are ample banking facilities for almost any type of business within the city of Milwaukee. Properly conservative policies are of course followed.

Nevertheless, a truly progressive spirit also is evidenced, and the manufacturer, jobber, or other business man who must deal in the Milwaukee bank, has found it ever ready to give the kind of assistance proper under sound business management.

The city's banks are listed herewith:

First National Bank.
Wisconsin National Bank.
Second Ward Savings Bank.
Marshall & Ilsley Bank.
Marine National Bank.
National Exchange Bank.
National Bank of Commerce.
American Exchange Bank.
West Side Bank.
Merchants & Manufacturers Bank.
Badger State Bank.

(Continued on page 34)

INTERIOR OF SECOND WARD SAVINGS BANK

THE FIRST NATIONAL BANK'S BUILDING

THE WISCONSIN NATIONAL BANK'S BUILDING

INTERIOR OF MARSHALL & ILSLEY BANK

MILWAUKEE'S BANKS

(Continued from page 30)

Mitchell Street State Bank.
Wisconsin State Bank.
Merchants & Farmers Bank.
Wisconsin State Savings Bank.
Bay View Commercial & Savings Bank.
Park Savings Bank.
Home Savings Bank.
Union Bank.
North Avenue State Bank.
Kilbourn State Bank.
East Side Bank.

Milwaukee's banks, as indicated in the illustrations shown herewith, are adequately housed. They not only offer sound business management and every proper aid to the business man, but they offer physical accommodations equal to anything found anywhere. Modern bank buildings have been constructed, commodious and roomy quarters are available, excellent safety deposit vaults are provided and departments of every sort consistent with good banking are maintained. The banks are giving aid to those interested in foreign trade, they have strong bond departments, they maintain files of financial information and they are supplied with adequate staffs of well informed men—many of them experts—for the benefit of their customers.

MERCHANTS AND MANUFACTURERS BANK

THE AMERICAN EXCHANGE BANK

THE NATIONAL BANK OF COMMERCE

Milwaukee's Hotel Facilities

MILWAUKEE has hotel facilities adequate to meet anything but abnormal demands. The foremost of these hotels are shown in the accompanying illustrations. There are many others, however, rates ranging from the very moderate to the high level consistent with superior service.

The hotels listed in the membership of the Milwaukee Association of Commerce, follow:

Hotel Aberdeen.
Atlas.
Blatz.
Carlton.
Charlotte.
Gilpatrick.
Globe.
Juneau.
Marquette.
Martin.
Maryland.
Medford.
Miller.
New Davidson.
Pfister.
Plankinton.
Randolph.
Schlitz.
St. Charles.
Wisconsin.
Republican House.

These hotels are organized under the Milwaukee Hotel Association, and this Association has fixed definite practices fair to guests under all circumstances.

Milwaukee hotels always may be reached through the Association of Commerce, and during periods of unusual demand for accommodations the Association often can be helpful to those seeking hotel facilities.

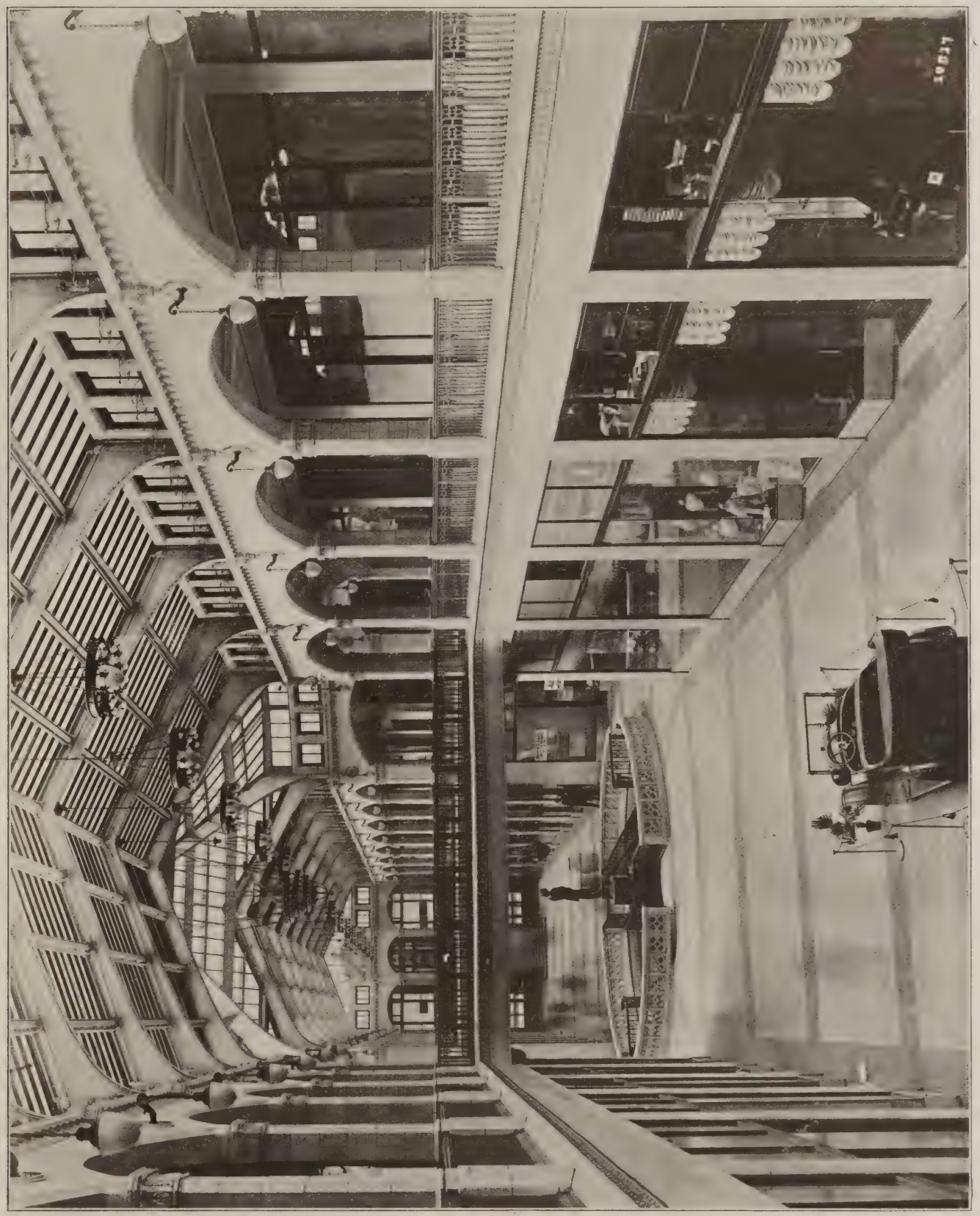
To provide for the thousands of visitors constantly in Milwaukee because of its convention facilities, it is said that additional hotels are contemplated. Even today, however, the city is well supplied, and the service rendered by the Milwaukee housery cannot be surpassed in any other city anywhere.

PLANKINTON HOTEL

HOTEL WISCONSIN—GRAND AVENUE AND THIRD STREET

REPUBLICAN HOUSE

HOTEL PFISTER



THE PLANKINTON ARCADE

THE PUBLIC SERVICE BUILDING, CONTAINING THE OFFICE AND CENTRAL DEPOT OF THE ELECTRIC COMPANY

Milwaukee's Public-Service Corporations

MILWAUKEE is excellently served by its public service corporations.

Street railway facilities, adequate to carry the city's traffic, pierce every section of the community. More than 101 miles of trackage are laid in the city's streets. This service is rendered by three companies—the Milwaukee Electric Railway and Light Company, the Chicago, North Shore and Milwaukee, and the Milwaukee Northern Electric Railway. The first of these companies operates the urban system. It also has miles of interurban lines which readily carry Milwaukeeans into the surrounding lake country. These lines carry package freight and thus take agricultural produce and merchandise into and out of the city.

The Chicago, North Shore and Milwaukee line connecting Chicago and Milwaukee, operates regular service and carries thousands of passengers between the two cities.

The Milwaukee Northern Railway operates into the Fox River Valley, joins numerous of the smaller Wisconsin cities with Milwaukee, and traverses a beautiful and rich agricultural territory.

The city's telephone service is provided by the Wisconsin Telephone Company, which gives the city a single system and avoids thereby the complications and duplications prevalent where two or more systems are operated.

The Milwaukee Gas Light Company supplies gas for both illuminating and fuel purposes. The service rendered by this company has become increasingly important, especially in the industries. Gas flames now are used for manufacturing purposes. They have been developed to a high degree of efficiency. Domestic use also continues, and the company provides gas appliances of the highest type for economical use of its product.

Rates for electric current, gas, electric transit service and telephone service are as low in Milwaukee as anywhere in the country and as low as consistent with good business management.

The public service corporations of Wisconsin are under the control and jurisdiction of the Wisconsin Railroad Commission. Rates are arbitrarily fixed by this Commission, investigations are constantly conducted in the operations of the companies, and adjustments are made whenever necessary. This insures for the people of Milwaukee as low a service rate as revenues will permit.

THE BROADWAY EXCHANGE OF THE WISCONSIN TELEPHONE COMPANY

GAS APPLIANCE BUILDING AND MAIN OFFICE OF THE MILWAUKEE GAS LIGHT COMPANY

Milwaukee's Clubs

MILWAUKEE is adequately supplied with club facilities of every nature.

The Milwaukee Athletic Club, financed and conducted by the business men of the city, is located in its own eight-story building, and is magnificently equipped with every conceivable club facility. The building also houses the Association of Commerce.

The City Club—interested in civic and other municipal affairs—also has commodious quarters in a down town building.

The various fraternal organizations maintain buildings of their own.

The Masonic lodges possess several thoroughly modern and well equipped structures, the Elks also being well housed, and the smaller organizations being no less well provided for.

The University Club occupies its own building, as does the Milwaukee Club and the Wisconsin Club.

There are too many social clubs of various kinds to warrant detailing here. Country clubs and a host of smaller social organizations are flourishing.

Some of these institutions possess large grounds, maintain golf links, tennis courts and all of the recreational facilities that could be desired.

The Milwaukee Athletic Club, particularly, is thoroughly equipped. Not only is it provided with every facility for entertainment, including swimming tanks, gymnasiums, hand ball and indoor baseball courts, but it also is provided with rooms to accommodate its members, maintains excellent dining service, has private dining rooms and large halls wherein public gatherings are held.

The club is thoroughly competent to handle banquets and dinners of every sort, dances and lectures or other entertainments, as well as athletic events or social functions.

The club is located near the heart of the business district, is readily accessible and is undoubtedly the most popular institution. Business men meet there both at noon and night and many visitors are entertained and housed at the club.

The Milwaukee Yacht Club is one of the unique clubs of the city, being located on the water front near McKinley Beach, and being given to summer activity on Lake Michigan.

MILWAUKEE YACHT CLUB

THE MILWAUKEE ATHLETIC CLUB'S BUILDING, CONTAINING THE HOME OF THE MILWAUKEE ASSOCIATION OF COMMERCE

STATE NORMAL SCHOOL—DOWNER AVENUE

Educational Facilities

MILWAUKEE has six well equipped high schools, 64 district schools, a trade school for girls, a boys' technical school and a day school for the deaf.

The city has a university, a college of engineering and a woman's college, as well as the State Normal School.

The Extension Division of the University of Wisconsin maintains an office in Milwaukee, which offers unusual opportunity to every student.

The Milwaukee Public Library is centrally located and has 160 distributing agencies. A Municipal Reference Library is maintained in the City Hall. There are in addition to the public schools more than 30 private and parochial schools of various kinds.

The Public Museum of Milwaukee is one of the finest in the United States. It is said to have been declared second only to the National Museum at Washington. This museum offers various courses in natural history and along historical lines. In 1918 the museum had almost 400,000 specimens and about 25,000 books, pamphlets and maps, as well as in excess of 17,000 lantern slides. Both the museum and library are housed in a magnificent building near the heart of the city.

The Milwaukee-Downer College, an educational institution for women, is known throughout the country not only because of its magnificent equipment, but also because of the thoroughness of its courses and the high standards maintained in all of its educational work.

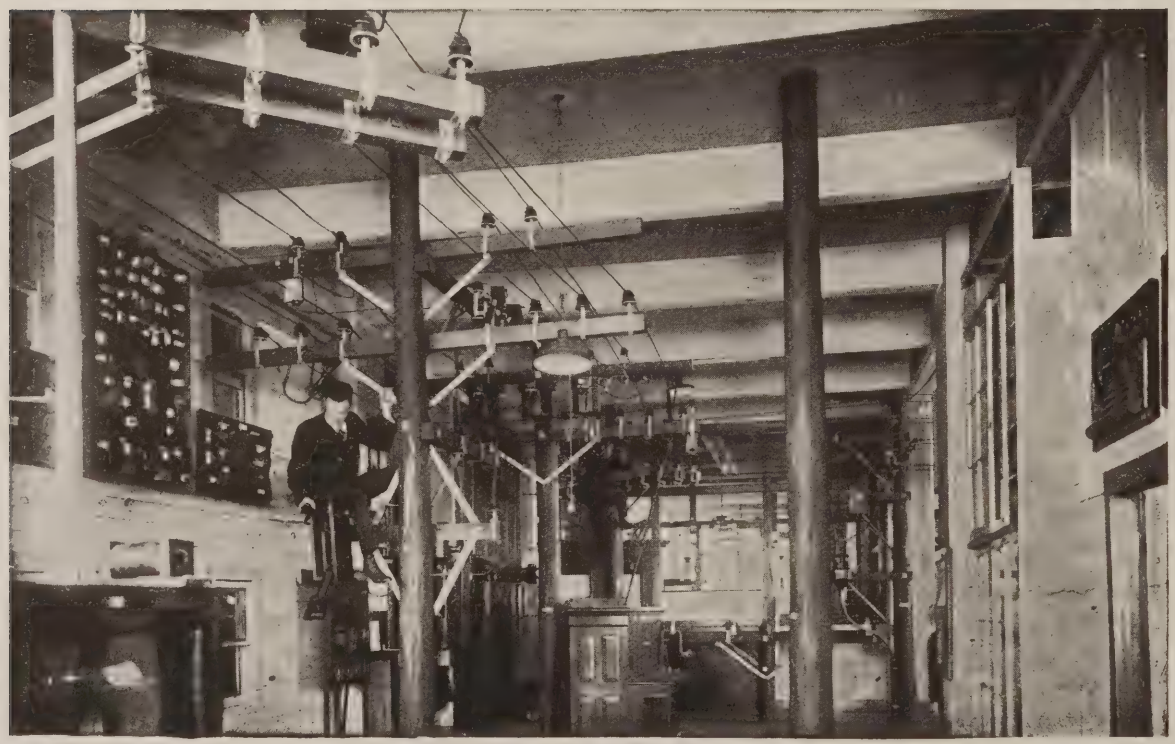
The Milwaukee School of Engineering is another educational institution of which Milwaukee has reason to be proud. The most practical of technical education is offered by this school. Its equipment includes the actual operating engineering details; the building carries fully equipped electrical and telegraphic departments, has motors, engines and other machinery, which are actually operated by students and maintains a teaching staff of unusual excellence.

Marquette University is a constantly growing institution with departments that adequately cover every phase of a university course. In addition to all regular courses the University has a school of law and a school of medicine. This institution also is adequately housed in modern and well equipped buildings.

A GLIMPSE OF DOWNER COLLEGE, MILWAUKEE'S EDUCATIONAL INSTITUTION FOR WOMEN

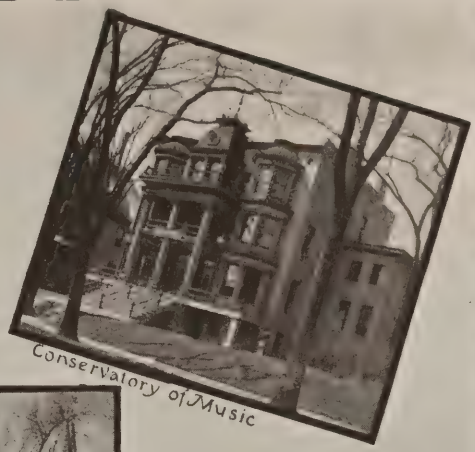
A SECOND VIEW OF SOME OF THE DOWNER COLLEGE BUILDINGS

Students at work at the School of Engineering of Milwaukee



Another phase of technical training provided by the School of Engineering

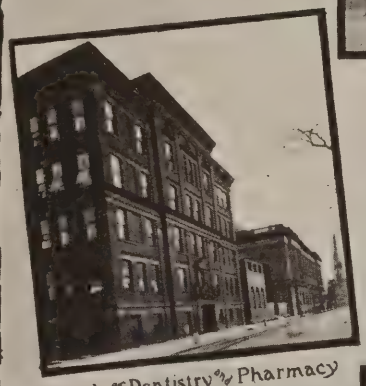
Nurses Dormitory



Conservatory of Music

Administration Building

Marquette University

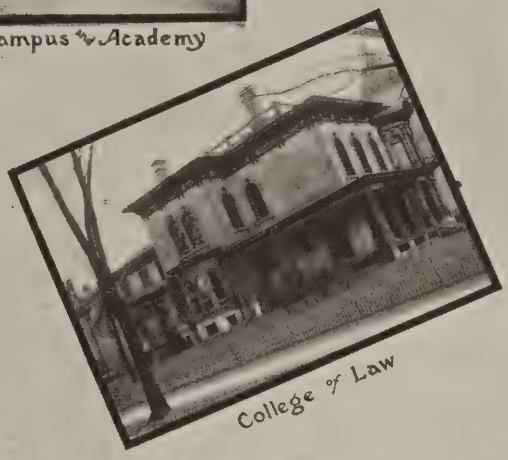


Schools of Dentistry and Pharmacy

School of Medicine

Marquette Campus and Academy

College of Engineering



College of Law

Milwaukee's Homes

MILWAUKEE is essentially a city of homes. The city has no tenement district in the sense that other cities are confronted with this problem.

Many Milwaukee workers own cottages. The greatest number of these cottages are well constructed, light and airy. The city has miles of streets lined by cottages of this type.

Milwaukee has beautiful residential districts. The city's location, on the shores of Lake Michigan, gives nature opportunity for the creation of remarkably beautiful homes. High shores have given opportunity for the landscape gardener to exercise his best art. Palatial homes, therefore, are arranged along the shores of Lake Michigan with wonderful gardens created upon the banks and the beaches.

The city has grown largely into the surrounding countryside and the residential districts are in large part spread over the areas away from the congested industrial neighborhoods. This has made for wholesome and healthful surroundings.

Since Milwaukee is well supplied with parks, there is ample frontage for hundreds of homes on open spaces where sunlight and fresh air prevail.

Photo supplied by Fehrer & Meyer Co.

Typical of hundreds of Milwaukee's homes

Photo supplied by H. R. Graham

Many attractive homes of this kind are being erected in the rapidly growing residential districts in the city's outskirts

Photo supplied by Fehrer & Meyer Co.

Another reason why Milwaukee is known as "The City of Homes"

A glimpse of the Washington Park Lagoon from one of the boathouses. Thousands spend

Parks and Environs

IN addition to triangles, squares and boulevards, Milwaukee has thirteen parks with a total area of about 1,000 acres. These parks are valued at $6,500,000.

The largest of these, Lincoln Park, has an area of more than 180 acres. It is situated on the Milwaukee River. It is provided with a municipal golf course which is constantly being improved.

Washington Park has an area of 150 acres and in it is located Milwaukee's zoo. This zoo is an ever growing and constantly more attractive institution. The most modern animal buildings have recently been erected and the zoological specimens now include the widest variety. Outdoor cages backed by rock work place the animals in an environment which seems almost natural. This park also contains stadiums, play grounds, wading pools, skating ponds, toboggan slides, tennis courts, golf courses and other features.

Milwaukee County has helped to give the city an excellent setting. The County has builded miles of concrete roads. In fact, practically every important road in the County is constructed of concrete. This offers automobile facilities of unusual excellence.

Milwaukee's environs are unusually attractive. In the near vicinity are located numbers of inland lakes. Upon their shores have been builded summer cottages and hotels of every kind. These lakes are readily reached by electric car or automobile over excellent roadways. Popular resorts have been established at Pewaukee Lake and other nearby places.

The country surrounding Milwaukee is generally rolling in nature and offers winding ways with hills and valleys—constantly changing pictures to the tourist. Rivers too flow through the city and these in their country environs, are unusually attractive. Canoeing and boating is largely practiced upon them.

Sundays on these waters in summer and skate over this surface during the winter months

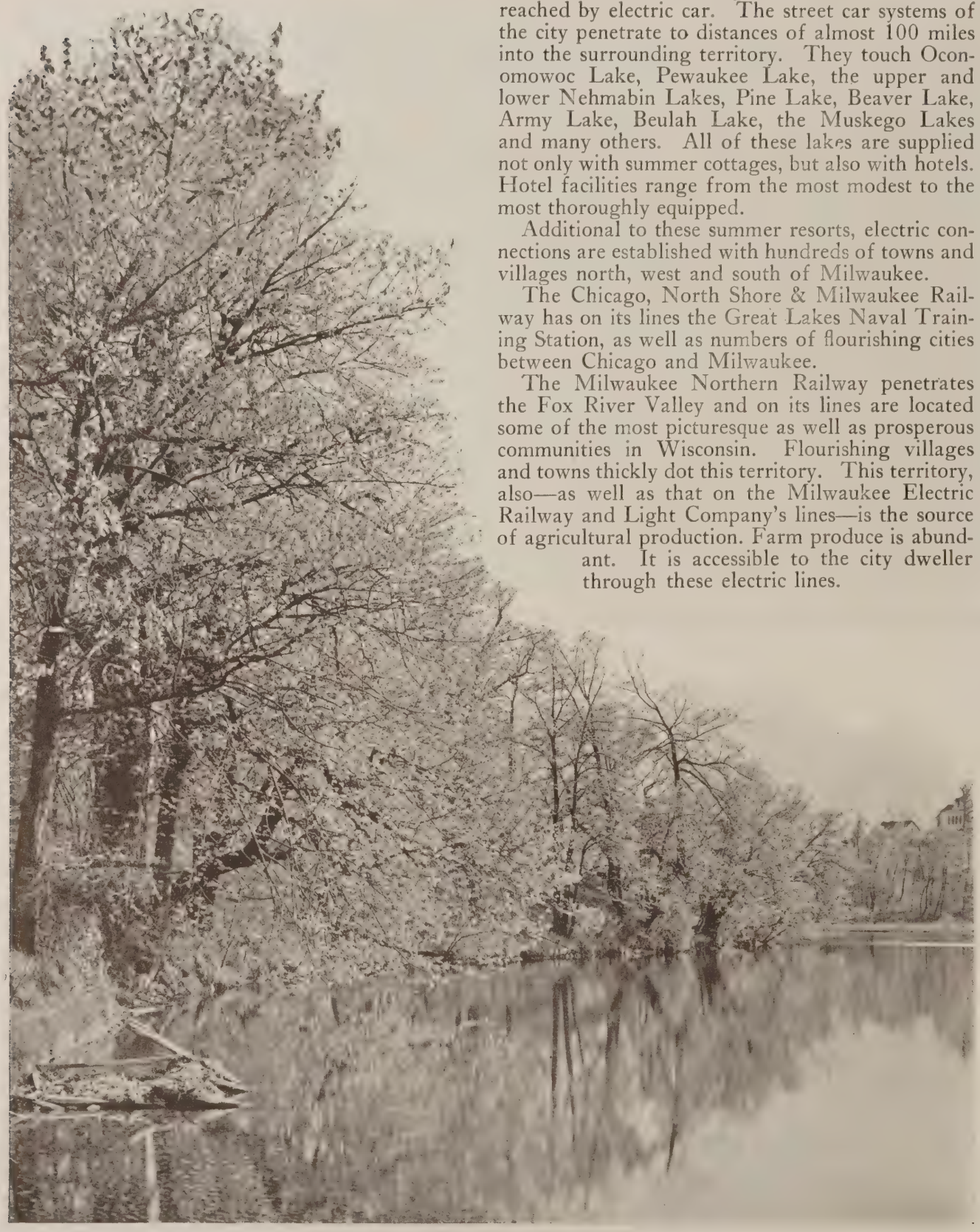
A typical bit of scenery north of Milwaukee

Practically the entire environs of Milwaukee within a radius or forty or more miles can be reached by electric car. The street car systems of the city penetrate to distances of almost 100 miles into the surrounding territory. They touch Oconomowoc Lake, Pewaukee Lake, the upper and lower Nehmabin Lakes, Pine Lake, Beaver Lake, Army Lake, Beulah Lake, the Muskego Lakes and many others. All of these lakes are supplied not only with summer cottages, but also with hotels. Hotel facilities range from the most modest to the most thoroughly equipped.

Additional to these summer resorts, electric connections are established with hundreds of towns and villages north, west and south of Milwaukee.

The Chicago, North Shore & Milwaukee Railway has on its lines the Great Lakes Naval Training Station, as well as numbers of flourishing cities between Chicago and Milwaukee.

The Milwaukee Northern Railway penetrates the Fox River Valley and on its lines are located some of the most picturesque as well as prosperous communities in Wisconsin. Flourishing villages and towns thickly dot this territory. This territory, also—as well as that on the Milwaukee Electric Railway and Light Company's lines—is the source of agricultural production. Farm produce is abundant. It is accessible to the city dweller through these electric lines.



Army Lake, near Milwaukee

The territory around Milwaukee is rolling; in parts it is almost hilly. This means winding roadways, beautiful vistas from the hilltops and fertile valleys of great beauty. The hilly formation, perhaps, is the reason for the large number of lakes with which the entire state of Wisconsin is covered. Among those of exceptional beauty are Lake Geneva, Elkhart Lake, Pine Lake, Oconomowoc Lake, Lake LaBelle, Fowler Lake, Cedar Lake, Nagawicka and many others. All of them are within little more of an hour's ride from the heart of the city of Milwaukee.

A bit of Oconomowoc Lake, near Milwaukee

WASHINGTON PARK BY MOONLIGHT

McKINLEY PARK—BATHING IN LAKE MICHIGAN

LAKE PARK

WATER TOWER PARK

WASHINGTON PARK ZOO

WASHINGTON PARK

NEWBERRY BOULEVARD

KOSCIUSKO PARK

Her Wonderful Farms, Her Beautiful Wooded Areas, Her Three Thousand

Wisconsin—Heart of the

WISCONSIN is in the heart of the last great grazing frontier in the United States. Its northern half—almost 15,000,000 acres—is undeveloped agricultural territory.

Clovers and grasses grow naturally. It is said that this country promises to become the finest cattle and sheep area. Already western cattle have been brought in to the territory. Sheep ranches have been established. Both cattle and sheep have succeeded. They have grazed on the cut-over acres during the summer months. They have then been marketed or carried over the winter on hay and grain raised in this same country.

As soon as the forests are cleared away, as soon as the sunlight is let into the forests, clovers and grasses spring up naturally in a large part of this country. The climate is such as to practically insure continuous grass growths throughout the summer months. The rainfall is abundant. It may be expected with reasonable regularity. It therefore not only insures growth, and continued succulency, but also allows adequate periods of sunshine during which to harvest and cure grass crops.

The winters are rigorous. But this generally means adequate snowfall, sufficiently covering the ground to protect crops, and means a rigor coupled with winter sunshine and exhilarating, air giving stamina and health to man and animal alike. The northern winter need never be feared. Its low temperatures are adequately offset by compensating weather conditions which give to the northern winters an advantage rather than a disadvantage from every viewpoint.

It is reasonable to believe that Wisconsin—especially its northern half—is approaching a period of unprecedented prosperity. It is reasonable to believe that thousands of heads of cattle and an equal number of sheep will be established on hundreds of thousands of acres during the coming few years.

The live stock industry from a beef, mutton and wool viewpoint, is discussed first only because it is the newest phase of Wisconsin's agricultural effort. It should not be forgotten that Wisconsin is the greatest dairy state in the union. The southern tier of counties are producing the finest dairy cattle in the United States. Thoroughbred stock is favored. Guernseys, Jerseys, Holsteins and practically all other dairy breeds are represented on Wisconsin farms. These herds make Wisconsin the finest market in the world for thoroughbred

Lakes, and her sunshine and rainfall give Wisconsin her magnificent agricultural advantages

Newest Livestock Country

dairy cattle. Wisconsin's production of cheese and of other dairy products outranks that of any other state in the union.

Wisconsin's agricultural possibilities do not end with live stock, however. The state produces remarkable potato crops. Corn reaches maturity even in the northernmost county. The small grains of the state excel in quality. The state's agricultural college has developed pure bred seed, especially corn and barley, and these grains have taken foremost rank in the world. Wisconsin's seed corn and seed barley is being sent to every country on the globe. This pure bred seed work is being continued into other smaller grains. It is resulting in immensely increased yields per acre and in remarkable betterment of quality.

No effort is made herein to go largely into the agricultural production of Wisconsin. It is perhaps sufficient to say that all crops, except the tropical, are grown in one part of the state or another. The state, therefore, is one of diversified farming. Its farms range from forty to six hundred and forty acres, and grazing areas recently opened in the northern half of the state, include tracts from 640 acres to ten or fifteen thousand.

Land in Wisconsin can be purchased at $7.00 or $8.00 an acre in the less desirable, undeveloped territories, and rises to $400.00 an acre in the near vicinities of the larger cities. The soil ranges from light sands to heavy clay loams. Compared with other states, very little of Wisconsin's acreage has inferior agricultural value. The light sands, of course, are not adaptable to all crops, but potatoes and practically all other root crops thrive well upon them.

Wisconsin is a state of wonderful natural beauty. Her pictured rocks excel the Garden of the Gods. Her waterfalls and swift running streams equal those of the western coast. Her hills offer beautiful vistas. Her forests are abundant and rich in vegetable growth. Wild life abounds. The state has three thousand lakes. Their shores are dotted with summer cottages, hunting lodges, camping sites and hotels. These hotel facilities range from the primitive log hostelry, to the most modern and sumptuously equipped establishment.

The state is rapidly developing a far reaching system of good roads. The tourist, therefore, may expect adequate facilities for his enjoyment and comfort on any trip through Wisconsin.

CHAMBER OF COMMERCE AND MITCHELL BUILDING

LAYTON ART GALLERY

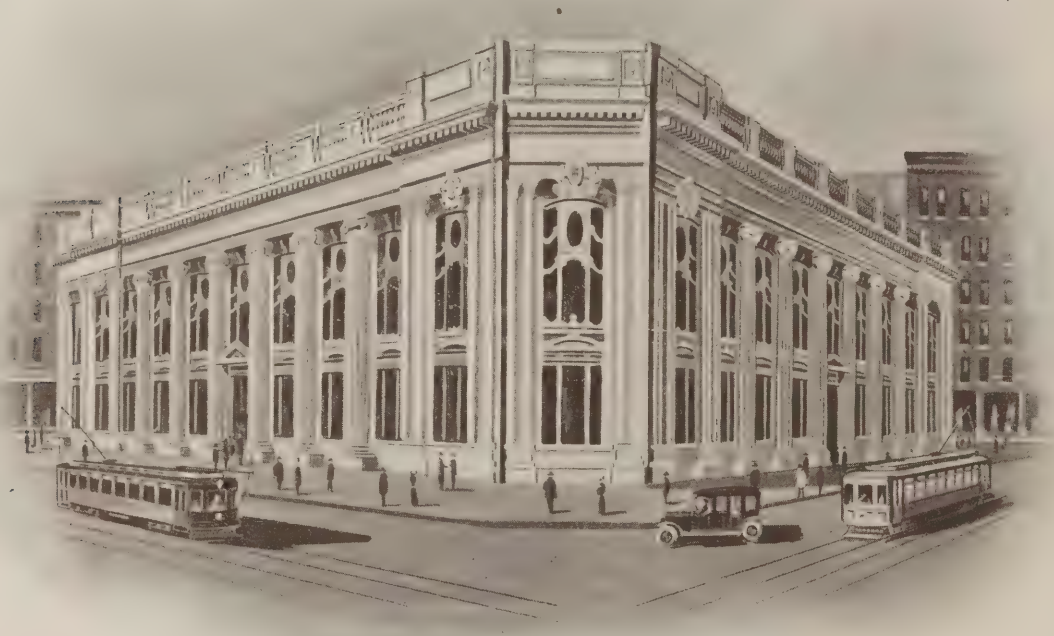
NORTHWESTERN NATIONAL INSURANCE CO., MILWAUKEE, WIS.

NORTHWESTERN MUTUAL LIFE INSURANCE CO.

HOLEPROOF HOSIERY COMPANY

BLUMENFELD, LOCHER CO., WHOLESALE MILLINERY

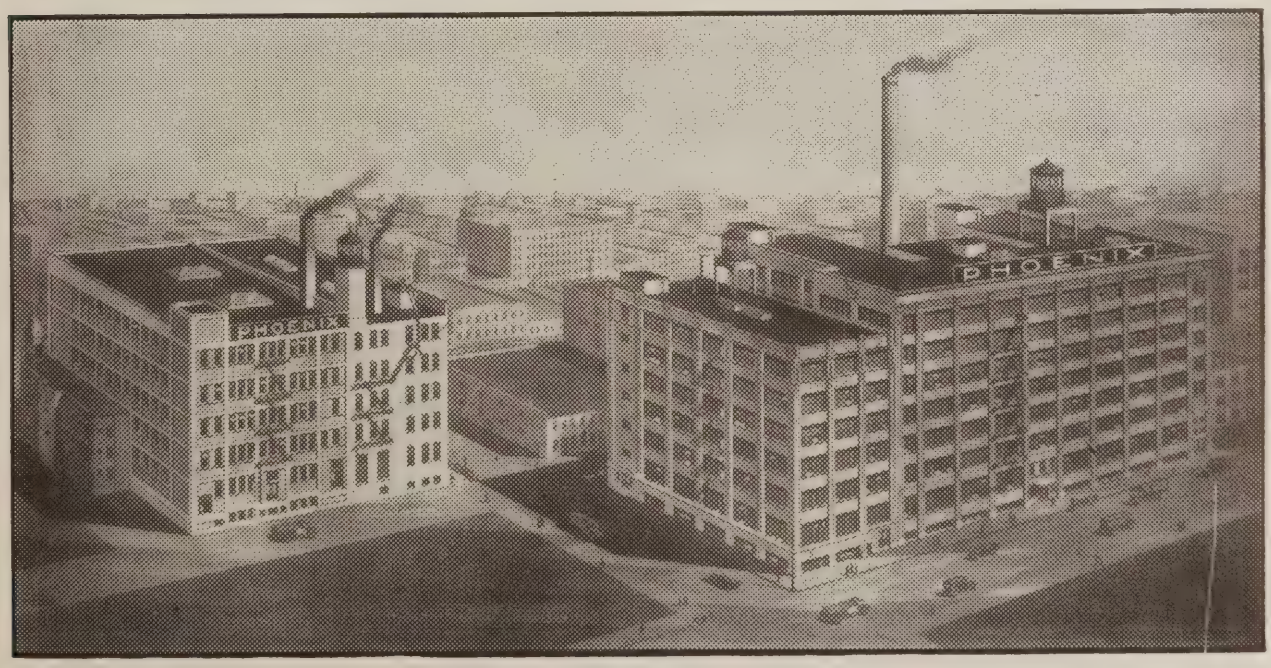
STANDARD PAPER CO., 264-276 MILWAUKEE STREET



THE SECOND WARD SAVINGS BANK

MILWAUKEE DRUG CO.

PATEK BROTHERS, PAINT MAKERS, 232-238 EAST WATER ST.



PHOENIX KNITTING WORKS

MILWAUKEE BAG COMPANY.
MANUFACTURERS OF COTTON, BURLAP AND PAPER BAGS.
BURLAP IMPORTERS. BURLAP BY THE BALE OR PIECE.
BAGS FOR ALL PURPOSES. PLAIN OR PRINTED.
MILWAUKEE BAG COMPANY
KRUS ENG. CO.

MILWAUKEE BAG CO.

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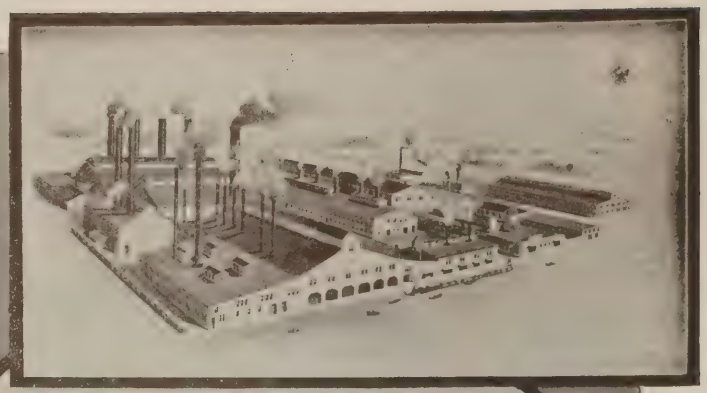
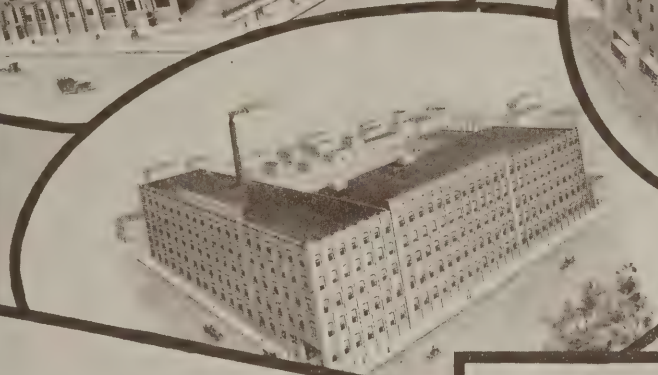
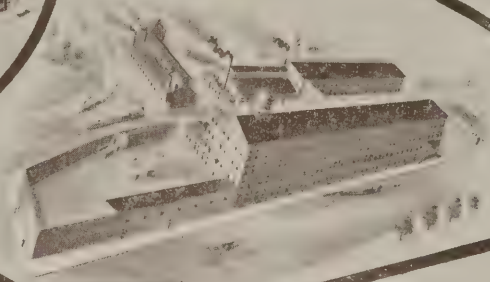
FEDERAL PRESSED STEEL CO.

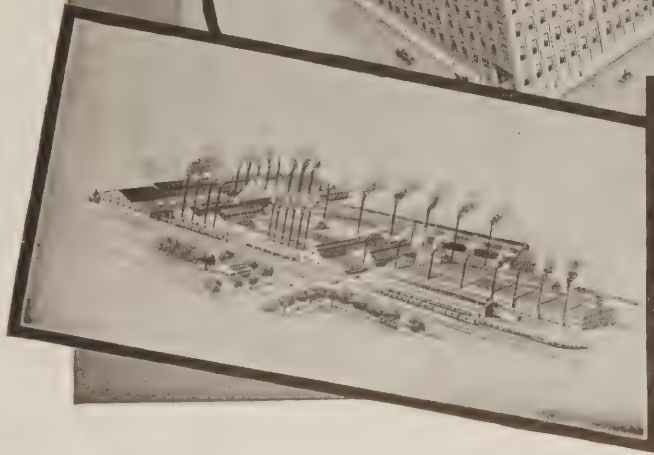
ROUNDY, PECKHAM & DEXTER CO., WHOLESALE GROCERS

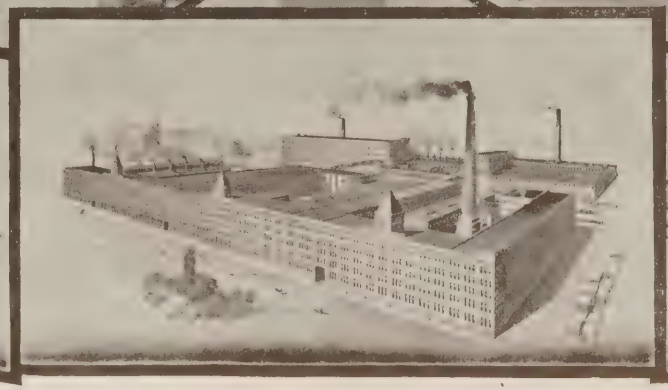
Views of Our Steel Plants, Factories and Branches

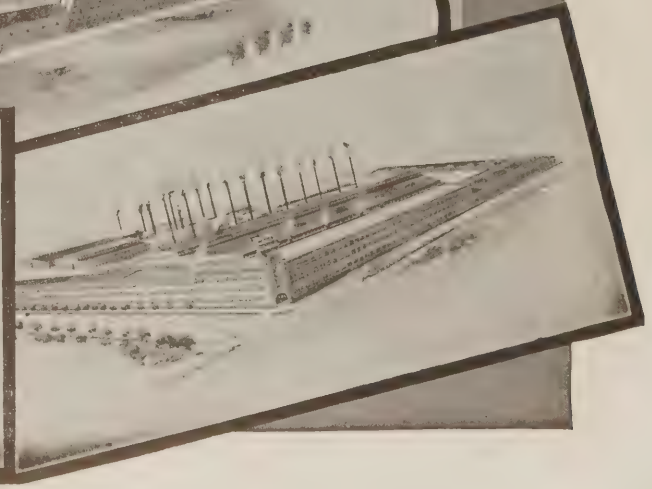












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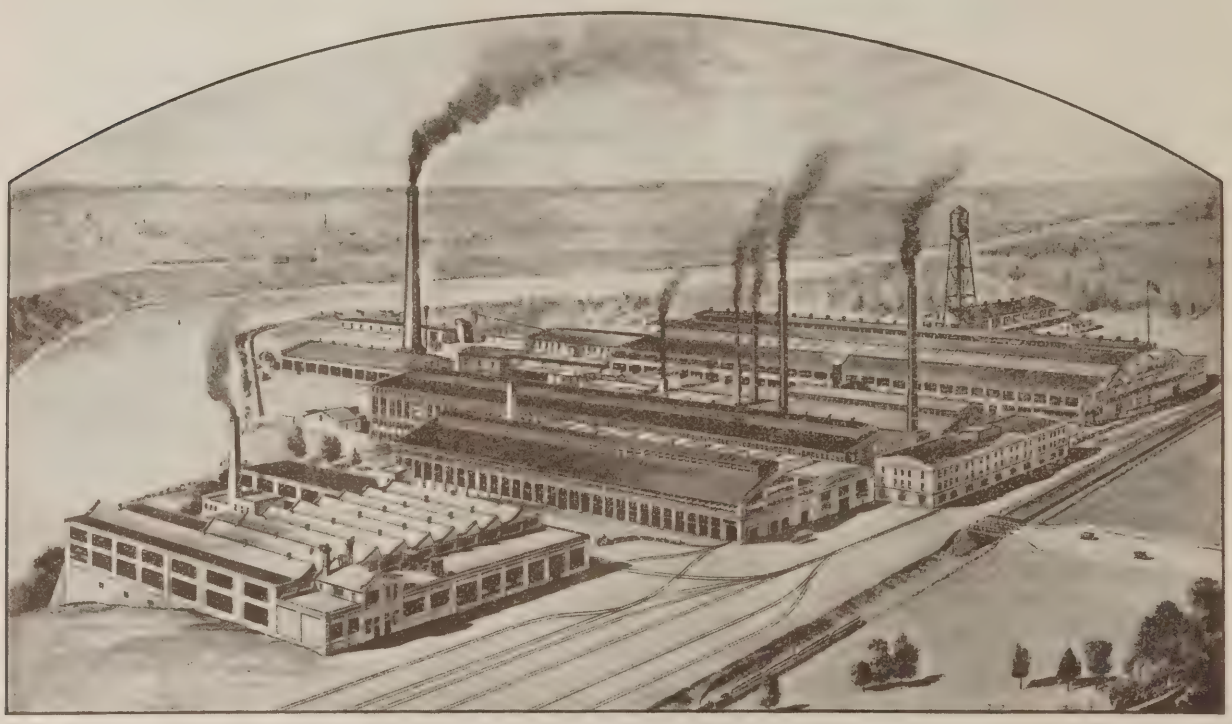
MILWAUKEE CORRUGATING CO.

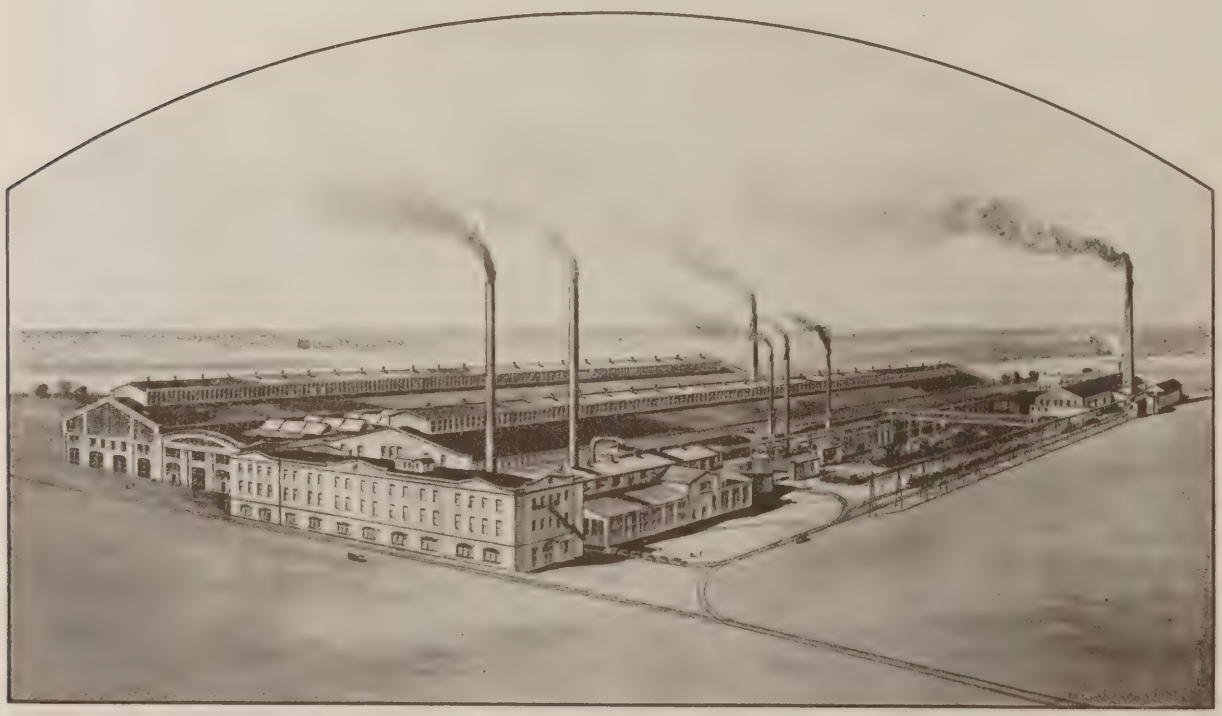
QUALITY BISCUIT CO., 696 SOUTH PIERCE ST., MILWAUKEE
"Most Modern Biscuit Plant in the State of Wisconsin"

Buildings devoted to the manufacture and sale of Mayer Honorbilt Shoes. Capacity 10,000 pairs daily.

F. MAYER BOOT & SHOE COMPANY,
Milwaukee, Wisconsin.



NATIONAL BRAKE & ELECTRIC CO., MILWAUKEE, WIS.
MANUFACTURERS OF AIR BRAKES AND AIR COMPRESSORS



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OPEN HEARTH STEEL CASTINGS
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ALL KINDS OF
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STEAM TURBINE - FARM TRACTOR
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DISTRICT OFFICES AND AGENCIES
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LAUNDERERS AND CLEANERS

ST. MARK'S CHURCH

Rex Chocolates
King of Bitter Sweets
DELIGHT EVERYBODY
AMERICAN CANDY CO.

Milwaukee As A Jobbing Center

MILWAUKEE is an unusually active jobbing center. Its jobbing houses are equipped to supply the retail trade of the state as well as of a large territory beyond its confines.

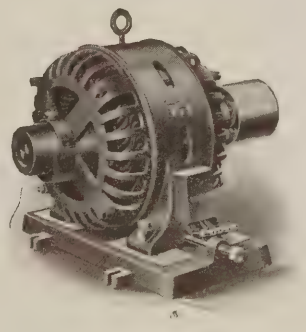
Milwaukee jobbers have given careful consideration to the needs of northern Wisconsin and upper Michigan. It is recognized that with the proper establishment of transportation by water, connecting Milwaukee with many of the cities on the shores of Lake Michigan, and with adequate rail transportation from the upper Michigan peninsula and northern Wisconsin, Milwaukee is the business gateway for this great territory.

Jobbers, therefore, have carefully studied the transportation needs of this territory. The Transportation Division of the Milwaukee Association of Commerce has been constantly active in improving both rail and water facilities for the communities thus located.

As a jobbing center, Milwaukee covers practically every field. Dry goods are handled by a number of Milwaukee jobbers. Large stocks are carried and the mills of the country are frequently

Chas. JURACK Pattern Works
OREGON STREET
Established 1893
Incorporated 1918
MILWAUKEE, WIS.

ELECTRICAL MACHINERY *and* REPAIRS



:: Large Stock of New and Used ::
MOTORS AND DYNAMOS
Repairs for Any Make, Size or Type

SORGEL ELECTRIC CO.
138 W. Water St. Milwaukee, Wis.

A. KIECKHEFER ELEVATOR CO.

MANUFACTURERS

PASSENGER and FREIGHT
ELEVATORS

MILWAUKEE, WIS.

Mayer Dry-Sox Shoes

FOR WET WEATHER

THE DRY-SOX is not only a most profitable seller, but is unequalled as an advertising leader and feature for your store.

It is made in many handsome styles and patterns and will give your trade the utmost satisfaction for style, fit, comfort and long wearing service.

Solid Oak Tanned Counter
½ Bellows Tongue
Solid Oak Tanned Insole
Full Leather Vamp
Solid Oak Tanned Heel
Best Quality of Upper Leather
Oil Slicker Lining
Animal Parchment
Inside Cork Filling
Solid Oak Tanned Out Sole
Choke Seam Welt sewed in with Leather Welt, makes the shoe as waterproof as it is possible to get it
Animal Parchment (Pig's Bladder) over entire bottom of shoe

Send for our Dry-Sox catalog and selling plans. You can use them.

F. MAYER BOOT & SHOE CO., Milwaukee, Wis.

Makers of HONORBILT Shoes

MILADY SETS A NEW STANDARD IN QUALITY CHOCOLATES AMERICAN CANDY CO.

visited in order that these stocks may be maintained in highest state of both quantity and quality. Nothing that any dealer in dry goods might require is beyond the ability of the Milwaukee jobber to supply. Large structures have been erected to carry the stock of these jobbers, and adequate organizations have been builded to handle them. Practically all of the foremost dry goods jobbers of Milwaukee are members of the Association of Commerce. Where business connections have not already been established, a communication directed to the Association of Commerce will be immediately forwarded to firms adequately able to meet the requirements.

Millinery is one of Milwaukee's important productions. The city's millinery establishments, both factories and jobbing houses, are among the largest and finest in the mid-west. Several factories in the city produce women's hats. These hats are sold throughout the United States. Other plants specialize in jobbing millinery of every kind, as well as millinery supplies. These jobbing houses occupy great modern buildings and carry stocks as complete and varied as any to be found in the country.

Groceries are handled in Milwaukee in enormous quantities. Some of the finest wholesale groceries in the western part of the country are located in Milwaukee. These grocers, like other Milwaukee jobbers, have erected buildings amply large to carry great stocks of goods. Every form of product,

Established 1863 Successors to H. MOOERS CO.

DOWNEY HEATING & SUPPLY CO.

HEATING AND VENTILATION OF BUILDINGS

Engineers' Supplies and Machine Shop Work

OUR MOTTO
"QUALITY, SERVICE, PRICE."

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Get Our Figures Before Closing Your Contract On Heating and Ventilating

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SUCCESSOR TO S. GLASS

HIDES, SHEEP PELTS, TALLOW, RAW FURS, GINSENG

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International Time Recording Co.

OF NEW YORK

The DEY Time Register

The world's largest manufacturers of

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H. I. LARSON, Sales Agent

Third Floor Colby-Abbot Bldg.

Phone Broadway 1435

MILWAUKEE

Beals-Pratt Shoes for Men

Beals-Pratt Shoes are serviceable shoes. They're made on a quality first basis from honest leathers. Careful workmanship and exceptional value is found in every pair.

There are distinctive style features in **Beals-Pratt** shoes. Their superior excellence is being proved time and time again. **Beals-Pratt** shoes justify the highest praise we can give them. They fit, feel comfortable, look well, wear well and give to every purchaser that satisfaction which accompanies money well expended.

Milwaukee Shoes—like the great oak—are strong and sturdy. **Quality FIRST, all-ways.**

Milwaukee is your logical market for **good** shoes. Use it.

BEALS-PRATT SHOE MFG. CO.

MILWAUKEE AND WATERTOWN
WISCONSIN

— REX — A DELICIOUS AND PLEASING MILK CHOCOLATE AMERICAN CANDY CO.

from that nationally known and advertised to the product of local production is ready for the retailer's use.

Drugs also are adequately represented in Milwaukee's jobbing effort. Large drug houses exist in the city in sufficient numbers to adequately handle the entire territory within business reach of Milwaukee.

Cigars are both manufactured and handled in Milwaukee, and the trade can be amply supplied by numerous Milwaukee business houses. The tobacco and cigar industry has surrounded itself not only with adequate facilities, but has laid great stress upon sanitation and healthful conditions surrounding the manufacture, packing and handling of these products. Milwaukee made and Milwaukee handled cigars have attained fame for the excellence of their quality. A wide variety is offered with a consequent wide range of price.

Paper is both handled and jobbed in Milwaukee in enormous quantities. The state has large paper producing industries, and a considerable part of their product goes to the Milwaukee jobber. In turn, the Milwaukee jobber is the logical source of supply for retailers through the Great Lakes Basin and far to the south, west and east of it.

Lumber is handled in Milwaukee in large quantities, and the lumber yards of the city spread over acres of territory, and are supplied with every form of forest product. Milwaukee dealers handle not

Long Distance Telephone
Hanover 193

C. TRIESCHMANN CO.

Established 1865

Leather, Findings, Shoe Store and Shop Machinery and Supplies

126-128-130 Reed St. JOBBERS, MANUFACTURERS AND IMPORTERS Milwaukee, Wis.

THE TEGGE LUMBER CO.
C. E. TEGGE, President

Manufacturers and Dealers in
HARDWOOD LUMBER
YELLOW PINE, MAHOGANY, CEDAR, BASSWOOD, CYPRESS,
PHONE HANOVER 414

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MECHANICS' TOOLS

We Make a Specialty of Tools for
Machinists, Pattern Makers
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Our Prices Are Right
Every Tool Guaranteed

Western Iron Stores Co.
Corner West Water and Sycamore Streets
MILWAUKEE

The Falk Company

OPEN HEARTH STEEL CASTINGS

WUEST HERRINGBONE GEARS

MILWAUKEE, WISCONSIN

Rex Chocolates
King of Bitter Sweets
DELIGHT EVERYBODY
AMERICAN CANDY CO.

only all the ordinary forms of lumber, but the post and pole industry as well as the partially milled product is readily available through numbers of dealers.

Coal is received in Milwaukee in immense quantities. In fact, the city has become one of the largest coal receiving ports on the Great Lakes. Its coal handling machinery is said to be the finest in the country. Great traveling cranes capable of unloading vessels or cars in almost miraculously short periods of time, are partially responsible for the amounts of fuel handled. Immense coal docks, located on Milwaukee's three rivers, also render the city able to provide huge storage facilities. The coal thus received in Milwaukee is shipped through the entire Great Lakes Basin and much territory beyond. The city's dealers in coal are always able to meet the needs of both the state and other states.

Milwaukee's jobbing business, as analyzed for the year 1918, shows remarkable achievements—remarkable in that there never was a year when so many serious problems were successfully met. A review of these situations follows:

Perhaps never in American history has the jobbing business experienced so unusual a year.

Government demands reached deeply into every source of supply. Military necessity practically commandeered the output of factory and mill.

The jobbers' very shelves were overhauled to meet army requirements. These war demands came

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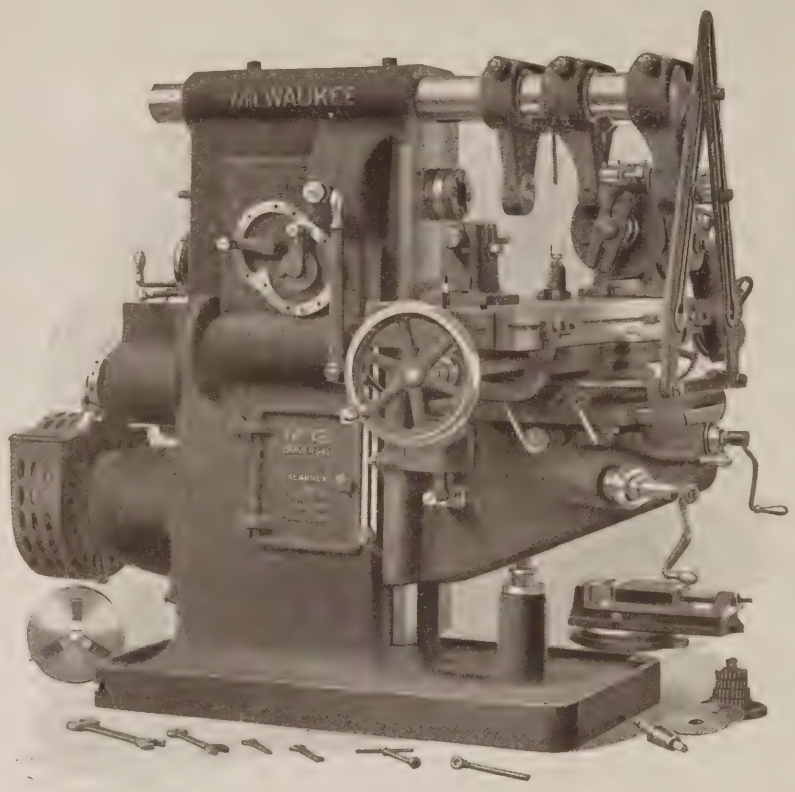

Milwaukee Milling Machines

Versatile—Accurate—Productive

Milwaukee Milling Machines are adapted for all classes of milling work and are used extensively in the various lines of industry where metal is machined, both in the United States and abroad.

The column is a one-piece box section casting with few and small openings. The base is made pan shape to catch splashing oil and chips. The dove tail of the knee slide is extended upward to the overarm for the effective affixing of attachments.

The knee is also a box section casting without holes or slots through the top to close under pressure and impair the alignment of the work. The bearing of the knee on the column is extended well above the saddle slide.

The double overarm provides for positive alignment of the arbor and prevents it from being pounded out of line when using large, coarse pitch cutters on rough, heavy work. Cutters can also be used at a greater distance from the face of the column.

The spindle has a large flange forged on the end. This flange carries keys for driving large face milling cutters that are attached directly to the flanged end by means of four bolts and also for driving the hardened steel arbor drive collar. The arbor drive collar protects the end of the spindle from injury so that when face milling cutters are attached they run true. The reverse for the spindle is self-contained within the machine, no overhead apparatus being necessary.

All gears and bearings in the column and feed box are automatically flooded with lubricant that is pumped to the top of the machine and distributed by a perforated pipe, flooding downward and thoroughly lubricating the gears and bearings.

Every Milwaukee Milling Machine is equipped with a cutter lubricating system which is an integral part of the machine. This equipment was considered in the original design and is not added as a separate item. The cutter lubricating system operates only when the spindle is running.

Complete facts regarding Milwaukee Milling Machines will be found in our catalogue which will be sent on request.

KEARNEY & TRECKER CO.

MILWAUKEE, WIS., U. S. A.

MILADY SETS A NEW STANDARD IN QUALITY CHOCOLATES AMERICAN CANDY CO.

without decrease in domestic and ordinary requirements. The conversion of 5,000,000 men from civilian to military life proved, after all, to have no great effect upon the normal demand from a population of more than 100,000,000.

This terrific strain upon the jobbing business, as well as upon the mills, naturally affected prices. It became constantly more difficult for the jobber to secure stock. It became necessary that he procure it at any price. The demand far outran the supply and thus ever increasing values attached to the goods that were bought and sold. With decreased stocks inventories continued to run high. Certain goods inventoried at double the amount of normal periods. This in itself presented a serious problem for the jobber, especially during the latter months of the year when it became apparent that the war might be successfully concluded at any time. This added to the jobber's dangers for it meant that if, upon the conclusion of peace, prices should suddenly fall, he would be left with an immense book inventory as against an immense depletion of value in his actual stock. The taxation question entered here, for tax levies will fall upon inventories. If, then, heavy taxation were exacted, and a prompt decline in stock should follow, the loss would prove serious.

In the face of these adverse conditions there were compensations. Continued demand at good prices allowed the jobber a rapid turnover. In fact, dur-

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ing practically all the year orders came in faster than they could be supplied. A healthy movement of merchandise therefore marked the year and prosperity followed in its wake.

Jobbers in hardware experienced both the advantages and the difficulties evident in other lines of the jobbing business. Added to their difficulties, however, was direct government control. Iron and steel—particularly in domestic use—was closely confined under priority order and its use definitely restricted by the government. The hardware jobber found it extremely difficult to procure his stock. Having procured it he was not free to sell until consulting his priority lists. The management of the hardware business therefore became unusually complicated. However, here too the constant and insistent domestic demand saved the situation. The complications—which proved costly—were at least partially compensated for by prevailing high prices and thus the jobber in hardware succeeded in concluding a year marked by difficulties, but also by fair profits. Upon its conclusion he is left with a stable business and good prospects for the future as iron and steel is again released for ordinary uses.

Jobbers in drugs were no exceptions in the difficulties that needed be faced. Drugs of European manufacture, of course, disappeared from the market. Price fluctuations, hardly dreamed of in the past, kept drug lists in constant state of turmoil. Substitutions for European drugs began to appear

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Also quantity producers of Pressed Steel Shapes of all kinds and sizes, and of Drop Forgings

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DELIGHT EVERYBODY
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from American factories. While some excellent substitutions were achieved, it was but natural that uniformity of standard was not always evident. To supply his trade, therefore, with the quality of goods expected, required the jobber's closest attention. Added to these difficulties was that of transportation. The drug business requires frequent and rapid shipment. With the railroads of the country diverted largely to military use, and with the express companies utterly incapable of meeting the demands of shippers, the drug jobber found himself at a disadvantage indeed. With all of these matters to overcome, he nevertheless succeeded in concluding a profitable year, for, as in other lines, insistent demands from consumers prevailed and the flow of business was constant.

The dry goods trade has shown substantial business advance and its year must be recorded as a prosperous one. This, however, does not mean that the dry goods jobber had lesser difficulties than any other jobbing line. Cotton and wool advanced to unprecedented prices. Linen fabrics remained scarce. The supply of men's wear, as well as all kinds of underwear and hosiery, reached low marks during the year. The jobber faced all the difficulties of maintaining standards. Overworked mills sent out many an article not up to normal requirements and the receiving departments found constant

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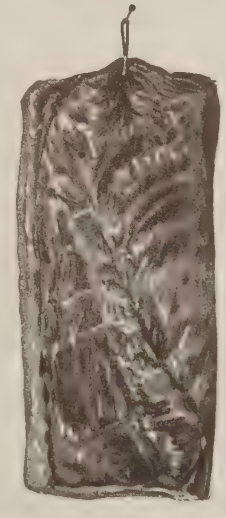
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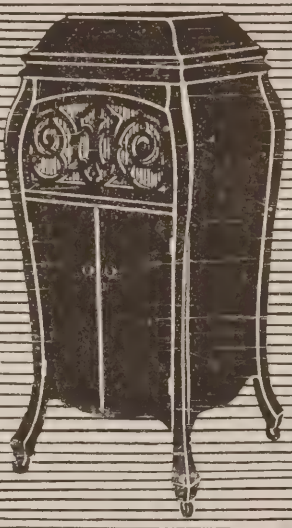

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difficulty in keeping quality up to the standard of the Milwaukee jobber. In view of the terrific demands upon mills, the stern requirements of the government, the shortage of help and the inexperience of much of that help, the situation is not to be wondered at. It complicated the jobber's task, however. Then, too, the jobber experienced the universal transportation difficulties. His business, however, like that of other jobbers was marked by a rapid turnover in stock. In fact, it was impossible for him to supply all that was demanded. He found little need for a selling force. He was compelled to seek new sources of supply—in some instances to carefully redistribute stock that was not moving in certain sections. There are instances where the jobber took back parts of the stock of certain retailers in order to supply others who required it. The Milwaukee jobber achieved this redistribution and succeeded in supplying his trade in a fair, a scientific and an extremely satisfactory manner considering the adverse conditions under which he struggled. The territory served by the Milwaukee jobber may have experienced some shortage in some lines of goods, but as a whole it suffered no serious inconvenience.

In the grocery line excellent final results are shown. They were achieved, however, under the greatest difficulty. Practically everything that has hampered other jobbers also hampered the wholesale grocer.

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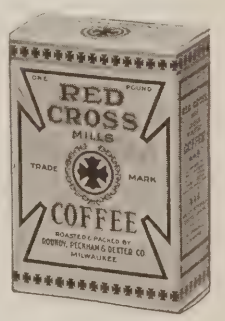

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Milwaukee Oversubscribes All War Funds

BY MORTIMER I. STEVENS.
Member War Finance Central Committee.

MILWAUKEE has raised for war purposes since the entry of America into the world struggle more than $160,000,000, and in every instance where its citizens have been called upon for funds the quota asked for from Milwaukee has been heavily oversubscribed. Early in the war a permanent organization, known as the war finance central committee, was organized, which has carried on the drives for Liberty bonds, War Savings and Red Cross.

This organization has about 5,000 active volunteer workers, divided into groups, and has maintained records and accumulated other data which has materially aided the speed and efficiency of their war work.

The campaigns for other war purposes all met with the same enthusiastic response and Milwaukee has demonstrated since early in the war that her citizens have formed the habit of giving liberally.

Milwaukee has always met its quota and further

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We Specialize on **COCOA**

and Chocolate Coatings for Confectioners

Rex Chocolates King of Bitter Sweets DELIGHT EVERYBODY AMERICAN CANDY CO.

demonstrated its loyal support of the war by piling up a huge oversubscription in each loan. In every cause in which the city has been called upon to participate it has gone magnificently "over the top" in the same generous and enthusiastic spirit with which American troops have overcome gigantic obstacles on the battlefields. What has also been gratifying to the great body of patriotic Milwaukeeans who have freely given their time, efforts and money to support all war movements conducted here, has been the fact that each succeeding Liberty loan has shown a large increased number of individual subscriptions over the previous loans, demonstrating that Milwaukee rallied in stronger numbers to each succeeding campaign conducted in the interests of the country and the war.

FIRST LOAN SUCCESS:

In the first Liberty loan Milwaukee, with an allotment of $13,700,000, subscribed $16,164,700, or $2,464,700 over its required amount. With this loan Milwaukee set a pace for itself in war work

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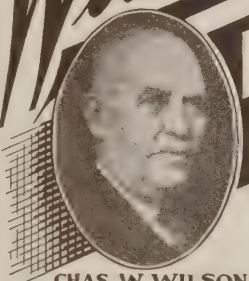
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MARQUETTE UNIVERSITY

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MILADY SETS A NEW STANDARD IN QUALITY CHOCOLATES AMERICAN CANDY CO.

which the city has never failed to maintain in any of the patriotic activities in which it has so wholeheartedly engaged.

Milwaukee's quota in the second Liberty loan was $24,948,000, which was quickly obtained in a whirlwind campaign, typical of Milwaukee's participation in all war work, and the city forged ahead with unrelaxed determination and enthusiasm for a huge oversubscription, which was realized in the total subscription of $32,701,950 to this loan. Although in this loan Milwaukee's quota had been the largest the city had given up to that time, its final returns showed it had gone over its mark with subscriptions of $7,753,950.

In the third Liberty loan Milwaukee piled up an oversubscription of $8,120,550. In this loan Milwaukee was asked to raise $14,880,000, but the patriotic Milwaukeeans refused to stop when they had obtained their quota and continued the work in whirlwind fashion until the final figures on the last day of the campaign showed total subscriptions of $23,000,550. Since its allotment in this loan was smaller than that given the city in the second Liberty loan, Milwaukee demonstrated its eagerness by obtaining the largest oversubscription it had secured in any campaign up to that time.

WAY OVER TOP AGAIN:

With an allotment of $32,646,300 in the fourth Liberty loan drive, Milwaukee secured a total sub-

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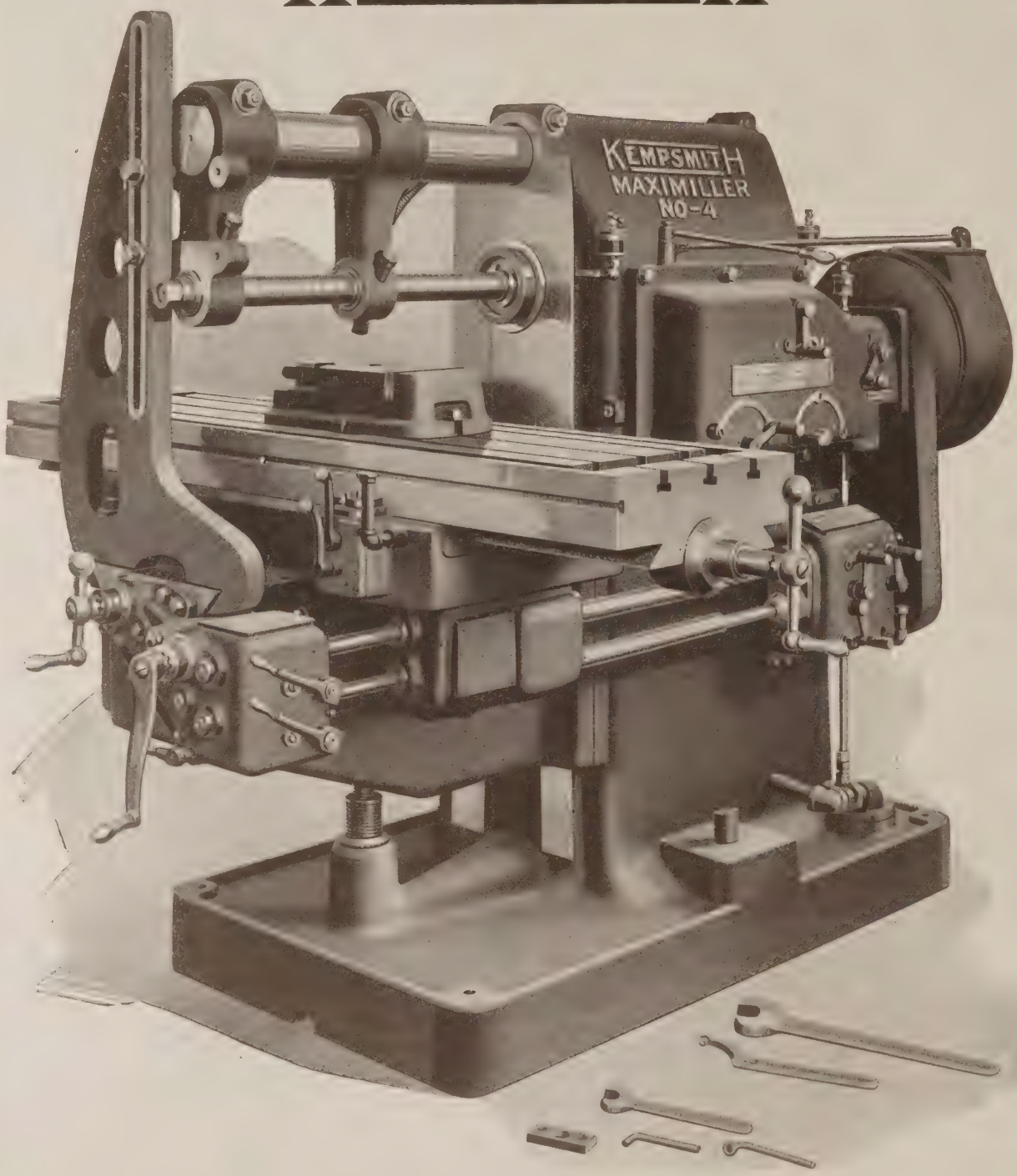


No. 4 Plain Maximiller, Single Pulley Drive.

The Kempsmith Manufacturing Co.

Milwaukee, Wis.

Rex Chocolates

scription to this loan of $36,214,350, or an oversubscription of $3,563,050. Although this was the largest quota Milwaukee had ever been given, the city's oversubscription showed practically the same proportion it had in the previous loans and the number of subscribers materially increased over that of all other Liberty loans.

The fifth Liberty loan was oversubscribed by $13,799,300. The city went over the top in less than its allotted time, and with an enthusiastic and patriotic spirit as evident without the incentive of actual war as before the signing of the armistice. In the fifth loan Milwaukee raised a total of $38,741,750.

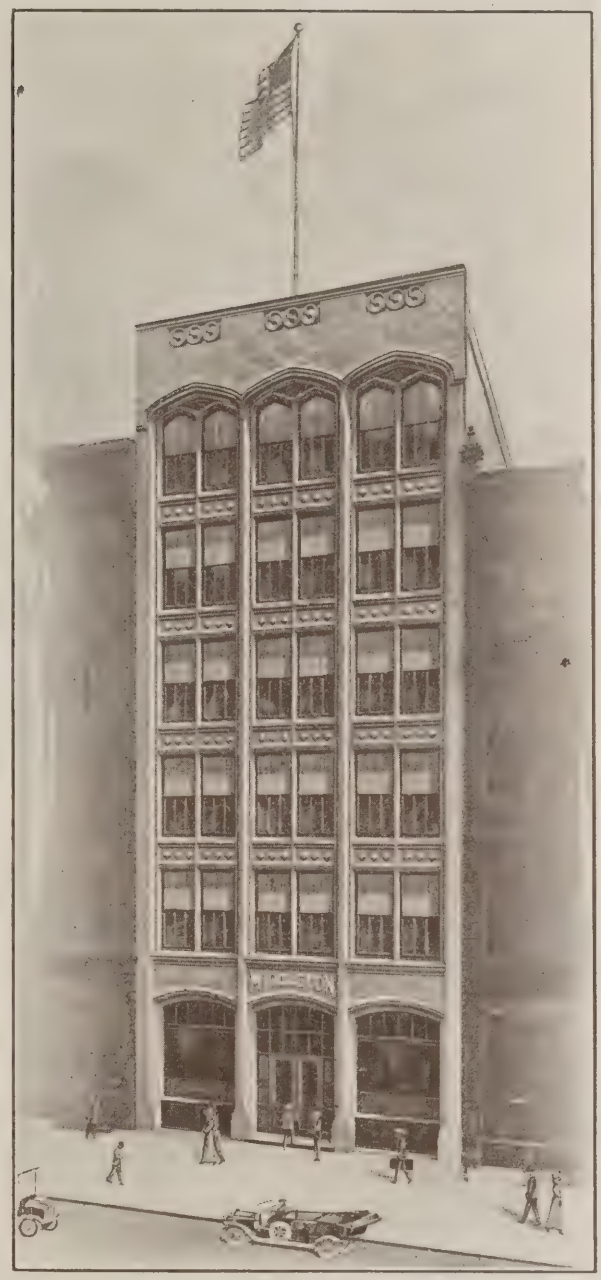
The same patriotic spirit that has characterized Milwaukee's work in going "over the top" in all the Liberty loan campaigns has also been manifested in the Red Cross and other drives of similar war relief organizations. In the first Red Cross war fund campaign Milwaukee was asked to raise $500,000 and obtained total contributions of $780,000, showing that Milwaukee has demonstrated itself to be fully as generous in making donations to worthy war funds as it has been in loaning its money to the government for the purpose of successfully prosecuting the war. In the second Red Cross war fund Milwaukee had been requested to obtain $750,000, but the great body of loyal Milwaukeeans who have participated in the various money raising campaigns voluntarily increased Milwaukee's allotment and started out to obtain contributions of $1,000,000, with the result that the final figures on the last day of the drive showed a total of $1,160,000, or more than 150 per cent of the amount it had been asked to raise.

When the Y. M. C. A. and Y. W. C. A. asked Milwaukee to obtain for it in a joint campaign the sum of $165,000, the enthusiastic war workers of the city took up the work and again did themselves credit by raising $185,000, or $20,000 more than they had been required to secure.

$50,000 FOR SALVATIONISTS:

In the Knights of Columbus drive for funds for war relief work, the city was scheduled to raise $100,000 and piled up again an oversubscription, reporting total contributions of $146,000, or $46,000 over its goal. Under the auspices of the Elks' lodge, the Salvation army conducted a campaign for funds here for the purpose of raising $25,000. In responding to this appeal Milwaukee contributed $50,000, or twice the amount it was allotted.

Milwaukee obtained $125,000 in the campaign for the Jewish war relief work.



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All classes of live stock handled to
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Chicago market prices prevail and at a saving in transportation and selling expense of from $15 to $40 per car. NO HOLD OVERS. All shipments unloaded at stock yards prior to 2 P. M., SOLD ON DAY OF ARRIVAL.

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All calves are yarded into clean, covered pens, equipped with water troughs of proper height.

For market information, or quotations, address any of the live stock commission firms listed on opposite page, or the

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NO DIRT—NO SMOKE—NO SOOT

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Lasts as long as Anthracite
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Our Mail Order Department is Equipped For

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Life insurance furnishes the ideal way of creating such a fund and gives the executors, administrators or heirs the means with which to meet the tax liabilities of the estate and prevent the forced sale of valuable property at sacrifice prices.

We are equipped to render the best of advice and service in this important matter.

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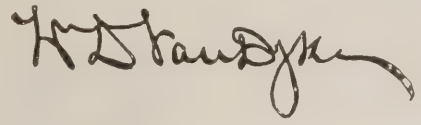

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The Johnson Service Company

A WISCONSIN CORPORATION

The Johnson System of Temperature Regulation and Humidity Control

A WISCONSIN INVENTION AND A MILWAUKEE INDUSTRY

HISTORY The company was originated and the system invented by a Wisconsin man, Prof. Warren S. Johnson, who gave to the State of Wisconsin a new industry and to the world a benefaction in this invention. From a small beginning and occupying a factory and office consisting of only one small rented room, it has grown, until today, it occupies its own factory building containing 100,000 square feet of floor space in the heart of the City of Milwaukee, and has fully equipped branches in all the principal cities of the United States and Canada.

SIZE It is the largest manufacturer of heat regulating apparatus in the world. Over five hundred men are employed in manufacturing and selling the products of this factory and installing **THE JOHNSON SYSTEM OF TEMPERATURE REGULATION** and **HUMIDITY CONTROL.**

APPLICATION There is no form of heating or ventilating or any apparatus using heat for the manufacture of any article of commerce that cannot be regulated by Johnson thermostats more economically and efficiently than by hand. Thermostats are made not only for the control of temperature in occupied buildings but for the control of temperature of hot water tanks, japanning ovens, fruit, fish and vegetable canning cookers, lumber drying kilns, rubber processes, leather processes, pasteurizing tanks, ice machines and all refrigerating plants.

LEADERS As Prof. Warren S. Johnson was the **founder,** so has the Johnson Service Company always been the **leader** in making developments in this art. Among these great improvements are the **pneumatic thermostat** with its **"open" and "closed" indicator,** its positive shut-off, its simple, understandable mechanism and its fool proof construction; the **humidostat** for controlling humidity and the **sylphon metal diaphragm valve.** The Johnson Service Company was the first to place these great improvements before the public.

KNOWLEDGE The best method of installation has been acquired by many years of experience.

MATERIAL No material is used but the very best.

SERVICE The company prides itself on the **service** it gives to its clients. The employes are not only trained mechanics, but educated engineers from the best universities in the world. The Johnson Service Company considers that it has an interest in every building in which the Johnson System is installed and never forgets the building.

VISITORS Visitors to the factory are always welcomed. A trip through our beautiful building is not only interesting, but instructive.

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ALL this bank's success is based on the success of its depositors. By successfully serving them it has deserved success. And it aspires further to succeed by serving success in the way that deserves success. Your commercial or savings account is invited.

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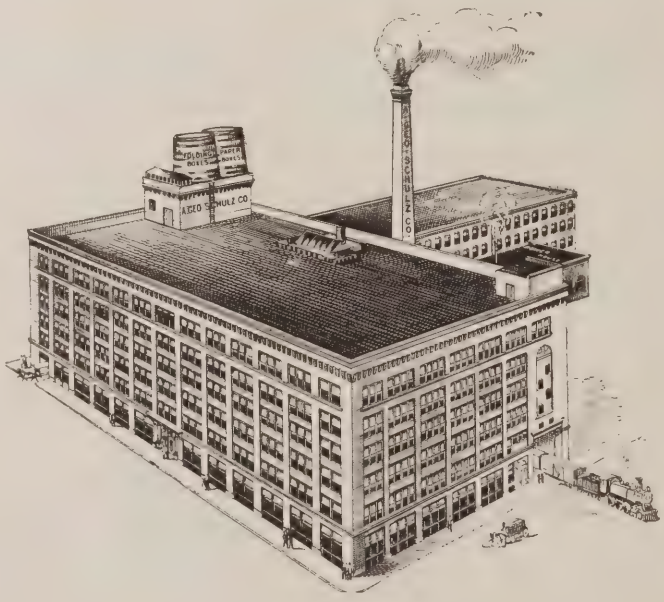

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Best Equipped Shop in the Northwest. High Class Work Only.

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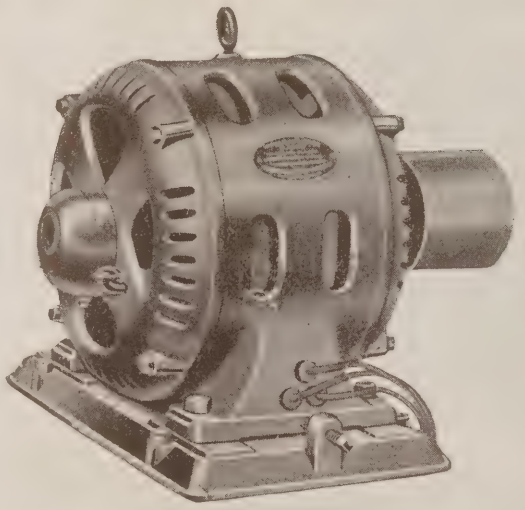

Power users who install Watson Motors are certain of economical production because every Watson Motor installed accurately fits its work. That's part of Watson Service, a valuable, personal service that goes with every sale. This service also insures satisfactory operation after installation.

Watson Motors are thoroughly dependable—a 17-year old product. Built for general power purposes and special power machines.

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Equipped with **1000 SHOWERS**
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7500 SHOWERS
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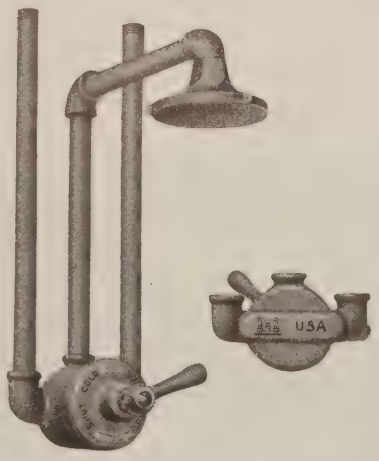

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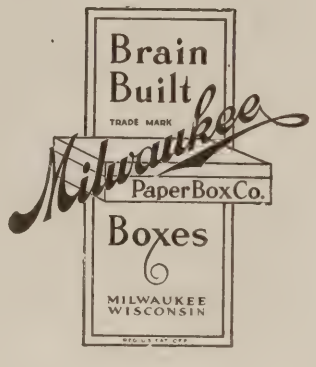

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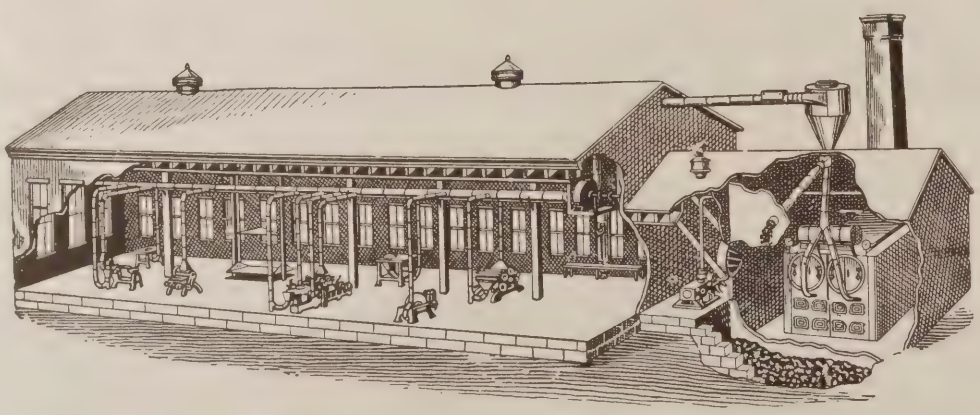

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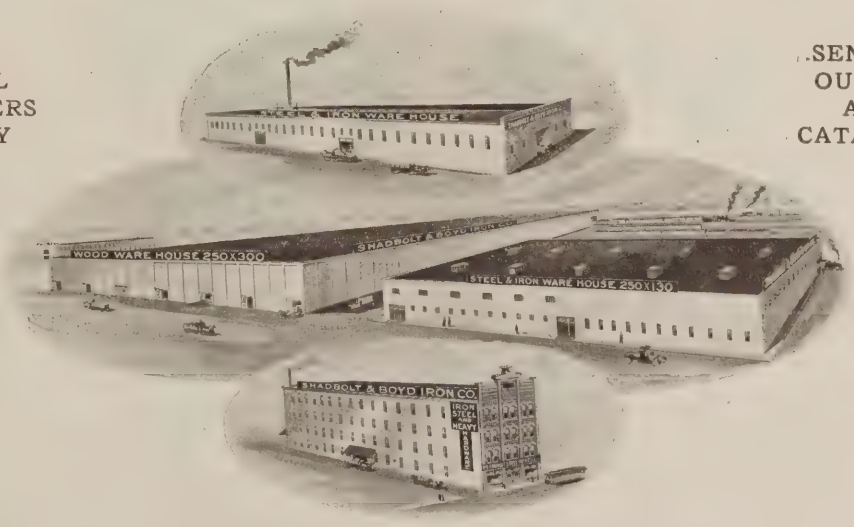

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We are also Jobbers of Grocers' Woodenware, Specialties and Sundries

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Sometimes a telephone subscriber will call a number and if he does not get an almost instantaneous response, will hang up the receiver and try again. Had he waited a few seconds longer, the call might have been answered.

Hanging up the receiver prematurely means that your time and the time and work of the operator have been wasted. If the called party answers after you have abandoned the call, the operator must come on the line and explain, "Party has gone; excuse it, please."

Please allow the person you are calling a reasonable time in which to answer before abandoning your call.

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Arthur Froeming's Bucyrus 14-B Revolving Shovel making a cut 12 to 18 inches deep on Humboldt Avenue, Milwaukee, Wis.

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No time was ever more opportune to build a home in Milwaukee than right now—during the period of reconstruction. It will encourage others to follow suit which in time will be instrumental in stimulating business and giving work to many who would otherwise be jobless. It will show a real spirit of patriotism comparable only with the zest that was shown in the purchase of Liberty Bonds.

The house of Andrae and its efficient organization will be glad to assist you in the matter of electrical equipment and its scientific and economical installation. For nearly sixty years we have been catering to the requirements of home builders. Our corps of expert electrical engineers are at your service, and shall be glad to consult and co-operate with your architect and render any service possible. Their years of experience will be found invaluable in the matter of economy and efficiency.

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Come in, go through our mammoth establishment and consult us freely. This will imply no obligation on your part, but may be the means of saving you TIME, WORRY AND MONEY.

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Our oils receive a careful laboratory examination, and the qualities are always guaranteed.

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All work guaranteed for one year

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Perhaps after racing along for years, living under high pressure, straining every nerve to make money and to accumulate property, you realize with disagreeable certainty that your shadow is rapidly lengthening to the Eastward and that the higher span of your active years of labor is plainly in view, and you ask yourself:

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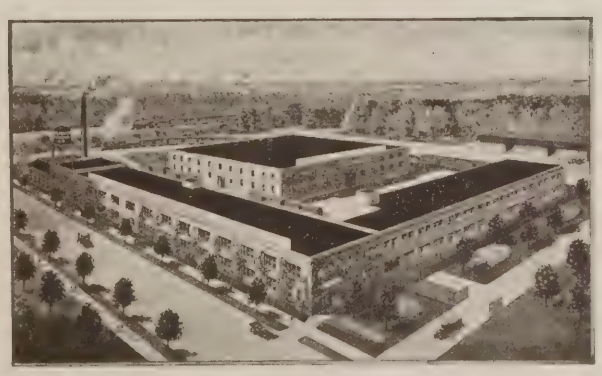
Plowmakers for the World
Milwaukee, Wis.



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Spring Butts and Screen Door Hinges

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Makers of *Collegian* Clothes
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REX Elevators and Conveyors are built with Rex Chain, a Wisconsin product, the superior merits of which are recognized nationally.

Rex Conveyor Engineers are saving time and money for many industries by solving their conveyor problems through designing and redesigning conveyor systems.

Let us study your problems; our Engineers are ready to call and go over them with you.

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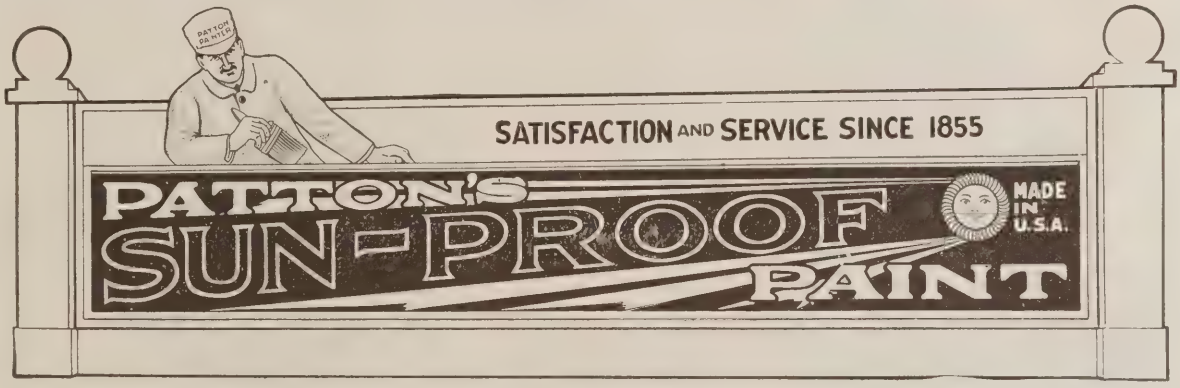
CHAIN BELT COMPANY, Milwaukee, Wis.



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Weigh the cost of painting against the money-loss through depreciation. Weigh it against the satisfaction of living in attractive dwellings, against the certain prestige which is given to owners of attractively painted buildings—against the sky-rocketing cost of building materials—against the higher rentals securable—against the way paint increases real estate values, and aids sales. Weigh the cost of painting against your losses due to the lack of paint—put everything in the scales, and you will find that it pays—and pays big—to keep your buildings well painted.

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Best Knit TRADE MARK Sox

MADE of high grade materials in Silk, Mercerized, Lisle and Wool with a backing of 20 years of making experience.

EACH PAIR IS GUARANTEED TO
Wear, Fit and Look Right

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MILWAUKEE, WISCONSIN

L. Frank & Son Co.

Manufacturers of

Fine Meat Specialties

Milwaukee, Wis.

Wisconsin Trust Company
Milwaukee · Wisconsin

Capital, $500,000.00 Surplus, $300,000.00

Investors and bankers will find the Bond Department of this company ready and able at all times to give financial and statistical information in regard to investments.

The Trust Department is always ready to explain the scope of the fiduciary work of this institution to any one who is interested.

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The Peak of Efficiency
ALPINA
REVOLVING SYPHON VENTILATOR

Made In
Mil-
wau
kee
Sold Everywhere

SEND FOR BOOKLET ON VENTI-LATION

Pat. Oct. 21, 1913

Unequalled in Capacity and Positive Ventilating Action

The best for factories, foundries and all industrial buildings; also schools, hospitals and other public buildings. Brass ball bearings completely enclosed and weather protected, which insures noiseless, easy turning and guarantees against down draft.

Milwaukee Corrugating Co.

Manufacturers of Sheet Metal Building Products.
Branch at Kansas City, Mo.
Minneapolis Sales Office, 929 Lumber Exchange.

Milwaukee
Wisconsin

LEATHER

A. L. Gebhardt & Company

Tanners and Wholesale Leather

Milwaukee, Wisconsin

1867 GOLD BOND 1919

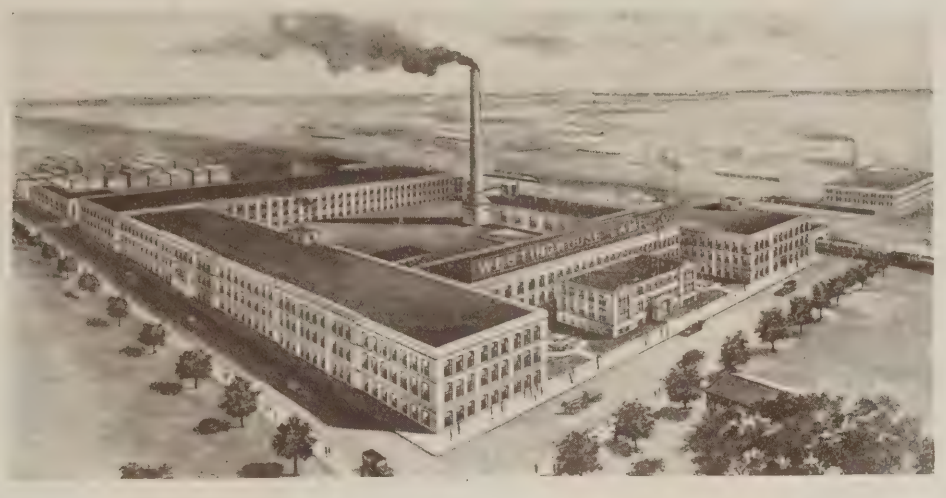
BRAND

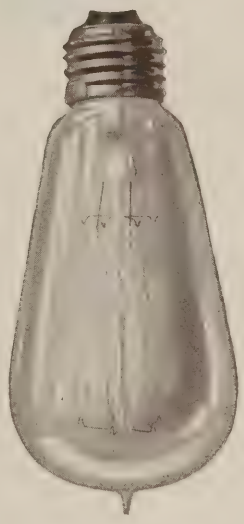
COFFEE

PACKED IN FOUR GRADES

JEWETT & SHERMAN CO.

MILWAUKEE





Over 1,000,000 Lamps

are produced every month in this great Milwaukee plant which is devoted exclusively to the manufacture of WESTINGHOUSE MAZDA LAMPS.

No name in the electrical industry stands for greater achievement than WESTINGHOUSE — and no name on a lamp gives greater assurance of thoroughness in making and reliability in service than WESTINGHOUSE MAZDA.

The Name is a Guarantee

GUARANTEED BY THE NAME

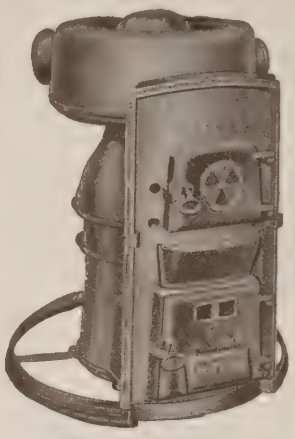
Westinghouse Lamp Co.

3100 Center St. Milwaukee, Wis.

WESTINGHOUSE MAZDA LAMPS

Investigate GILT EDGE Heating Equipment

When the question of heating comes up, don't take chances. Turn to the good old Gilt Edge line of heating equipment, "Made in Milwaukee," approved by leading architects, and real estate men, and emphatically O. K.'d by thousands of building owners.

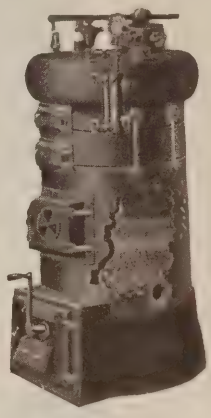


GILT EDGE

HEATING SYSTEMS

give maximum heating efficiency
at lowest fuel consumption

Installed by Good Heating Contractors



Our line comprises Warm Air, Hot Water, Steam and Vapor. Look into our two newest productions: The Gilt Edge Liberty, and the Gilt Edge Pipeless Furnace.

R. J. Schwab & Sons Co.

238 CLINTON STREET
Telephone Hanover 2664

Plankinton's
GLOBE

Hams — Lard — Bacon — Sausage

SPECIALTIES

Dried Beef — Oleomargarine — Breakfast Sausage

Globe Quality Products are delicious, economical, appetizing and will satisfy the most delicate taste.

PLANKINTON PACKING CO.
MILWAUKEE, WIS.

Milwaukee Directory

Classified List of Local Members of the Chamber of Commerce Who Are in the Grain Business and Allied Industries

COMMISSION MERCHANTS

Armour Grain Co.
Bacon, E. P. Co.
Bartlett, L. & Sons Co.
Bell, W. M. Co.
Buerger Commission Co.
Cargill Grain Co.
Coughlin, T. C. Co.
Flanley Grain Co.
Fraser-Smith Co., Ltd.
Godfrey-Blanchard Co.
Hensey & Owen
Hohenadel, J. F.
Johnstone & Templeton
Karger Bros.
Lamson Bros & Co.
Lauer, J. V. & Co.
Milwaukee Grain Commission Co.
Moering Grain Company
Mohr-Holstein Commission Co.
Owen & Bro. Co.
Peterson Grain Co.
Rang, Henry & Co.
Runkel & Dadmun

COMMISSION MERCHANTS AND SHIPPERS

Armour Grain Co.
Cargill Grain Co.
Donahue-Stratton Co.
Flanley Grain Co.
Franke Grain Co.
Johnstone & Templeton
Mohr-Holstein Commission Co.
Rialto Elevator Co.
Taylor & Bournique Co.
Updike Grain Co.

SHIPPERS

Deutsch & Sickert Co.
Interstate Malt Co.
Kamm, P. C. Co.
Kurth Malting Co.
Lyman-Joseph Grain Co.
Milwaukee Malting & Grain Co.
Milwaukee Western Elevator Co.
Rankin, M. G. & Co.
Riebs, J. M. Jr.
Welscher, D. D. & Sons, Inc.

FEED SHIPPERS

Deutsch & Sickert Co.
Dingwall, C. E. Co.
Donahue-Stratton Co.
Duhne, Francis Milling Co.
Franke Grain Co.
Krause, Chas. A. Milling Co.
Rankin, M. G. & Co.
Smith-Parry & Co.

FEED—RETAIL

Corcoran Brothers Co.
Degentesh-Richardson Co.
Fitz, M. & Co.
Hamm, Phillip & Co.
Keller, Chas. A.
Krull, Robert Commission Co.
Leverenz, Gustav A. & Co.
Orth, Phillip & Co.
Schmidt Bros.
Scholler, Geo.
Schmitz, Peter & Son.
Stollenwerk Bros.
Wendt, F. & Co.

HAY

Armstrong, W. J. Co.
Corcoran Brothers Co.
Deutsch & Sickert Co.
Franke Grain Co.
Krull, Robert Commission Co.

SEEDS

Courteen Seed Co.
Kellogg Seed Co.
Milwaukee Seed Co.
Teweles, L. Seed Co.

SALVAGE

Dingwall, C. E. Co.
Lull, Chas. R.

FUTURES

Aston, B. J. & Co.
Adlam, Geo. A.
Buerger, John
Baumann, Carl H.
Dickens, Jas. L.
Fyfe Grain Co.
Hadden, E. G.
Hazelhurst, Samuel
Holmes-Frost Co.
Koppelkam, E. J.
Lamson Bros & Co.
Lewis, F. S. & Co.
Marlett, M. D.
Paine-Webber & Co.
Phelan, F. J.
Pynchon & Co.
Wagner, E. W. & Co.
Updike Grain Co.

MILLING

Armour Grain Co.
Duhne, Francis Milling Co.
Goodrich, Wm. & Co.
Kern, John B. & Sons.
Krause, Chas. A. Milling Co.
Morrow Milling Co.
Smith-Parry & Co.
Stern, Bernhard & Sons, Inc.
Stratton-Ladish Milling Co.

BREWING

Blatz, Val. Brewing Co.
Cream City Brewing Co.
Gettelman, A. Brewing Co.
Jung Brewing Co.
Miller, Fred Brewing Co.
Milwaukee-Waukesha Brewing Co.
Pabst Brewing Co.
Schlitz, Jos. Brewing Co.

CEREAL MANUFACTURERS

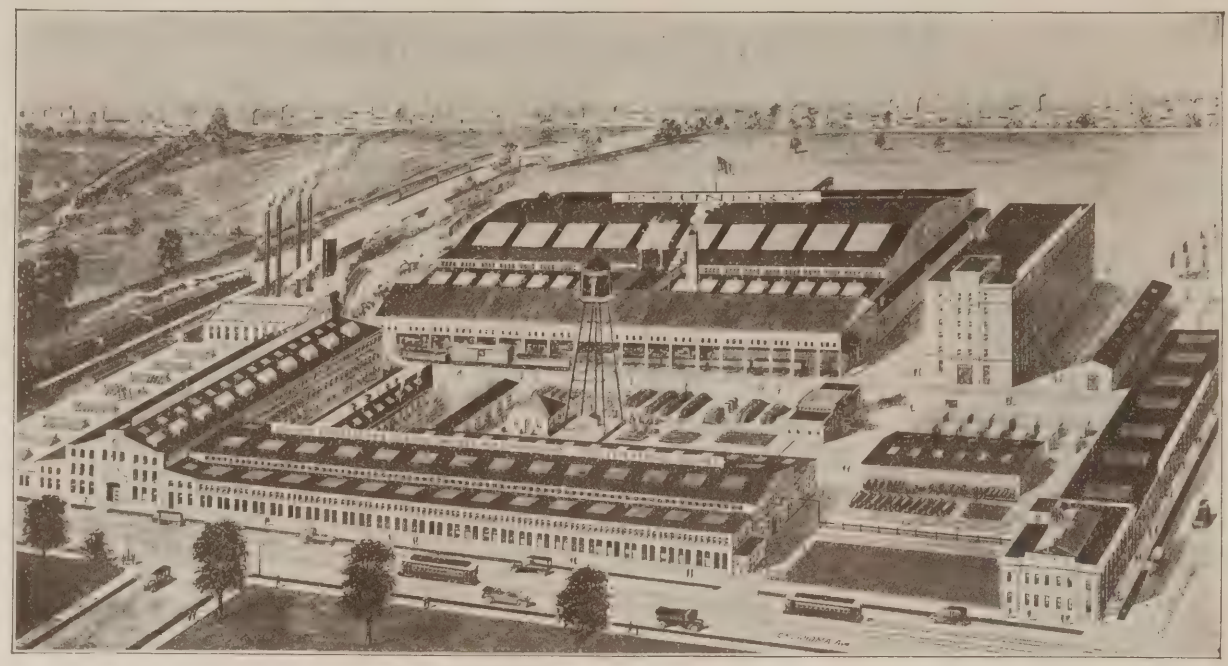
Armour Grain Co.
Krause, Chas. A. Milling Co.
Morrow Milling Co.
Stratton-Ladish Milling Co.

MALTING

American Malting Co.
Borchert Malting Co.
Froedert Malting Co.
Interstate Malt Co.
Kurth Malting Co.
Ladish-Stoppenbach Co.
Milwaukee Malting and Grain Co.
Milwaukee-Western Elevator Co.
Weschler, D. D. & Sons, Inc.

PUBLIC AND PRIVATE ELEVATORS, STORAGE AND SHIPPING

	Storage Capacity Bushels.
Corcoran Brothers Co.	50,000
Courteen Seed Co.	165,000
Donahue-Stratton Co.	1,000,000
Interstate Malt Co.	600,000
Kamm, P. C. Co.	250,000
Kurth Malting Co.	740,000
Lyman-Joseph Grain Co.	275,000
Milwaukee Malting & Grain Co.	700,000
Milwaukee Western Elevator Co.	450,000
Orth, Phillip & Co.	30,000
Rialto Elevator Co.	1,500,000
Riebs, J. M., Jr.	225,000
Taylor & Bournique Co.	1,650,000
Updike Grain Co.	1,350,000
Wendt, F. & Co.	55,000
Weschler, D. D. & Sons Co., Inc.	570,000



NORDBERG MANUFACTURING COMPANY

Corner Chicago and Oklahoma Ave. Milwaukee, Wis.

Designers and Builders of High Efficiency Corliss Engines; Nordberg-Carles Diesel Engines; High Compression Oil Engines; Uniflow Engines; Poppet Valve Engines; Air Compressors; Blowing Engines; Hoisting Engines; Pumping Engines and other Machinery.

Gilmer SOLID WOVEN Belting

GILMER Belting is woven of high-grade cotton; then impregnated with a composition which increases its friction grip, resists wear and the harmful effects of moisture, mineral oils and acid fumes, so harmful to other belting. Will not warp or stretch out of shape.

We can honestly recommend **GILMER** Belting for all power transmission, grinding and polishing, and light and heavy conveyor service. We especially recommend it for satisfactory service where other belts fail.

Widths up to 60 inches; weights suitable to your requirements. Send us your next inquiry.

We carry a representative stock for immediate delivery.

Endless Belts and Belting for all Purposes

BADGER BELT & RUBBER CO.

DONALD C. BARBEE, Manager

Everything in Belting, Hose Packing and Mechanical Rubber Goods

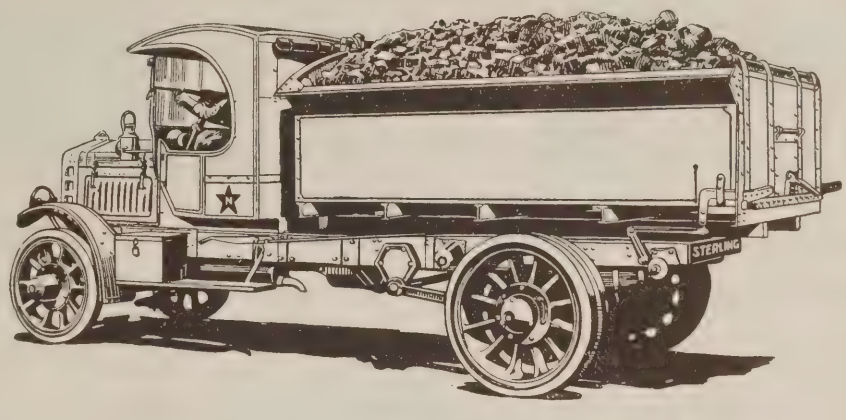
Reed and Lake Sts. Hanover 2396 Milwaukee

Largest Dealers in Belting in the Northwest

Sterling

MOTOR TRUCKS

"Efficiency on wheels"



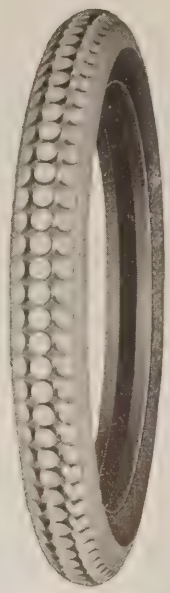
CAPACITIES:

2½, 3½ and 5-Ton, Worm Drive.
Super-Sterling, Chain Drive.

All kinds of Bodies
for all kinds of hauling.

BUILT BY

STERLING MOTOR TRUCK COMPANY
MILWAUKEE



RUGGED TREAD

FEDERAL

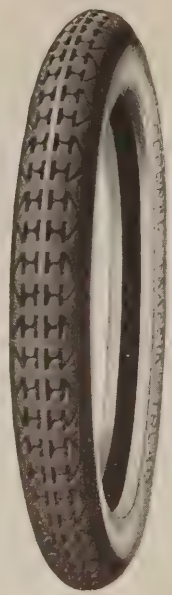
DOUBLE-CABLE-BASE

TIRES

EQUAL TO THE BEST IN QUALITY AND SERVICE, FEDERAL TIRES HAVE A GREAT ADVANTAGE OVER ALL OTHERS IN THEIR

DOUBLE-CABLE-BASE CONSTRUCTION

"RUGGED" and PLAIN WHITE TREADS
"TRAFFIK" and PLAIN BLACK TREADS
"CORD" BLACK TREAD



TRAFFIK TREAD

THE FEDERAL RUBBER CO.

MILWAUKEE, WISCONSIN
FACTORIES — CUDAHY, WIS.

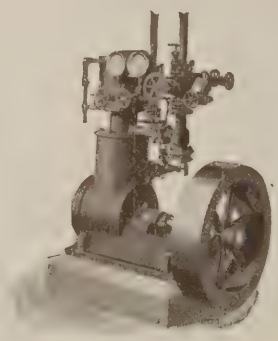
THE VILTER MANUFACTURING CO.

924 Clinton Street . Phone Hanover 114
MILWAUKEE, WIS.

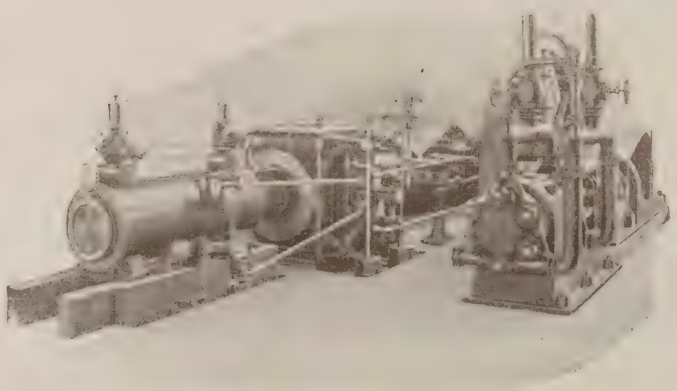
MANUFACTURERS OF

POPPET VALVE AND CORLISS ENGINES
ICE MAKING AND REFRIGERATING MACHINERY

Welding done by all processes



Vertical Refrigerating Machine



Ammonia Fittings

Ammonia Condensers

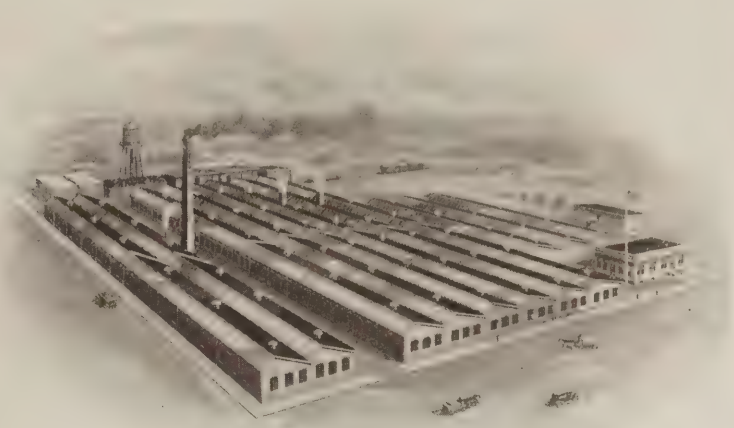
Double pipe Brine Coolers

Ice Tanks, etc.

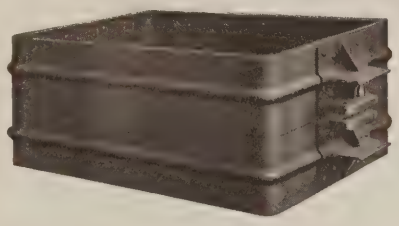
SPECIAL MACHINERY

Sterling

Wheelbarrow Company

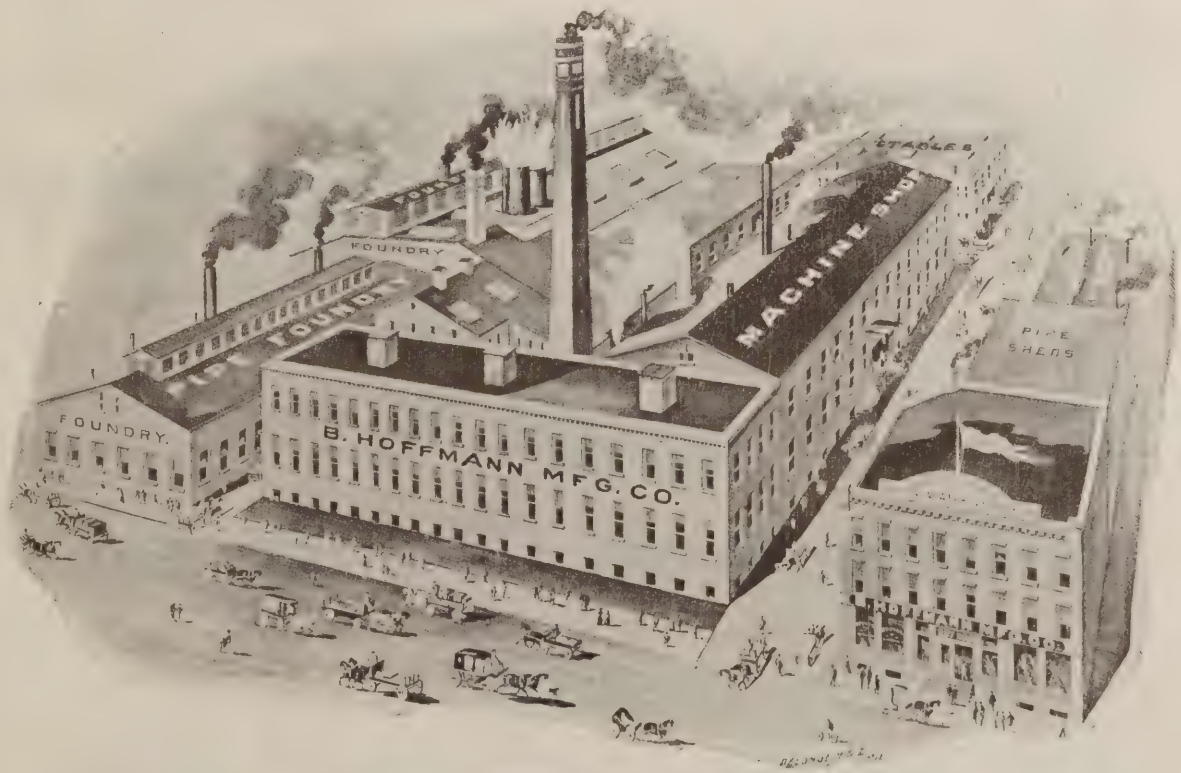


A Famous Concern that Grew-up in Milwaukee



MANUFACTURERS OF
Steel Foundry Flasks
Special Foundry Barrows
Contractors' Barrows and
Carts, General Barrows
Carts and Trucks

Factory: Milwaukee—Warehouses: Chicago, New York, Cleveland, Detroit



B. HOFFMANN MFG. CO.

Manufacturers and Jobbers in Plumbers', Steamfitters', Mill, Engineers' and Waterworks Supplies, Milwaukee, U. S. A.

NEW PROCESS SPECIALTY COMPANY

HIGH GRADE MACHINISTS AND ENGINEERS

BUILDERS OF

SPECIAL TOOLS DIES GAUGES MACHINES

METAL STAMPINGS

230 Hanover Street **Milwaukee, Wis.**

GRIDLEY is a name most frequently remembered for the **uniformly** desirable quality of its **Dairy Products** and **dependability** of its **Service.**

From **2** delivery wagons to **227,** in a few short years, speaks eloquently for **Gridley** efficiency — and of satisfaction on part of the consumer.

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TEXTILES

SILKS
VELVETS
MOHAIR LININGS
COTTON GOODS
LINENS
BUTTONS
SMALL WARES

SPECIALTIES FOR

TAILORS
FURRIERS
LADIES' TAILORS
DRY CLEANERS
LAUNDRIES

A. F. Sauer Company

IMPORTERS JOBBERS

Tailors' Trimmings

353 East Water St. Milwaukee

MILWAUKEE DAIRY SUPPLY MFG. CO.

MANUFACTURERS OF THE

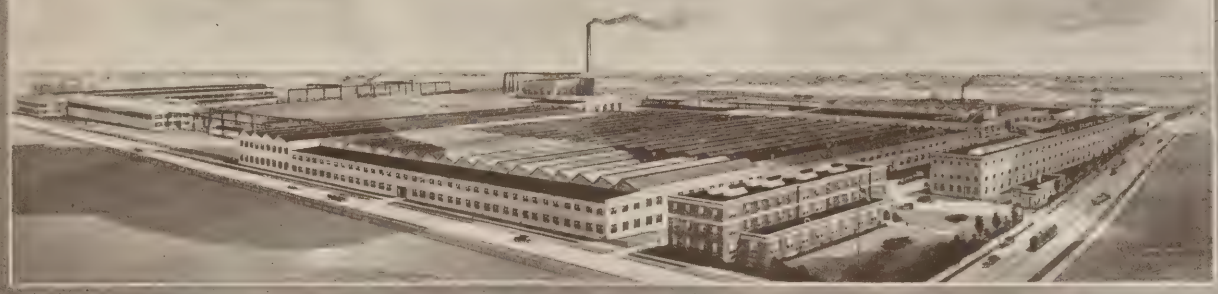
Milwaukee Automatic Filler and Capper

3002-8 Burleigh Street Milwaukee, Wisconsin

P&H CRANES, HOISTS, MONORAIL SYSTEMS, EXCAVATORS, BACKFILLERS, TAMPERS, DRILLING & BORING MACHINES, SINGLE-LINE GRAB-BUCKETS.

PAWLING & HARNISCHFEGER CO.

MILWAUKEE, WISCONSIN.



"Everything for Lubrication but the Lubricant" is made in Milwaukee

The Richardson-Phenix Company is the largest company in the world devoted exclusively to the manufacture of lubricating devices. A few of its products are the following:

Richardson Model "M" Sight Feed Oil Pump,
Phenix Force Feed Lubricator,
Phenix Oil and Graphite Lubricator,
Peterson Power Plant Oil Filter,
Telescopic Cross-Head and Eccentric Oilers,
Richardson Individual Oiling and Filtering Systems,
Marine Engine Lubrication Appliances,
Phenix Individual Oiling and Filtering Systems,
Central Oiling Systems,
Union-Cinch Oil Pipe Fittings and Valves,
Sight Feed Oilers,
Oil Pumps,
Oiling System Accessories.
No Kut Globe, Angle and Check Valves.

It is said that an index of the character of any concern is its standing in its own community. Although the business of the Richardson-Phenix Company from the very nature of it is more national—international than local, we number amongst our customers—and we believe friends—the largest and best known Milwaukee concerns, amongst which are those below.

Allis-Chalmers Mfg. Co.
Nordberg Mfg. Co.
Filer & Stowell Co.
Vilter Mfg. Co.
Bucyrus Co.
Weyenberg Shoe Co.
Power & Mining Machinery Co.
National Brake & Electric Co.
Federal Rubber Mfg. Co.
A. O. Smith Co.
Pabst Brewing Co.
Schlitz Brewing Co.

We try to be a credit to Milwaukee—and ourselves.

THE RICHARDSON-PHENIX CO.

LUBRICATION ENGINEERS AND MANUFACTURERS
WORKS-122 RESERVOIR AVE. MILWAUKEE, WIS.

IF YOU STAMMER

or know of anyone who stammers, write me at once. Don't attend any stammering school before you get my big 112 page book that explains my **Advanced Natural Method** that has successfully relieved myself and thousands of others who stammered or stuttered. The free book tells all about largest stammering school in the world using advanced natural methods, explains our personal attention plan, our easy payment plan, our method of helping students who must work while studying and tells wonderful advantages of economies of Milwaukee as a place to attend school. Write today for my free book. Ask for special offer, and Training course.

Lee Wells Millard, Pres.,
North-Western School for Stammerers, Inc.
2316 Grand Ave., Milwaukee, Wis.

National Knitting Co.

Milwaukee, Wis.

Gloves

Mitten

Heavy Hosiery

Sold to Jobbers only

Is There a Live Wire in Your Town?

The Massachusetts Mutual Agency in Wisconsin is a live wire bunch of healthy men and women. An average insurance salesman, who works full time, makes a satisfying income. The new dividend schedule is a peach. Send for a copy of "A Paying Occupation."

Massachusetts Mutual Life Insurance Co.

Joseph W. Briggs

Manager

Sixth Floor Caswell Block

Grand 542 Milwaukee, Wis.

MILWAUKEE
THE CITY OF HOMES

See Milwaukee First
It's a City of Homes

It has been said more people living in Milwaukee own their own homes, comparatively speaking, than other cities of its size. There's a reason why. Ask Graham; he knows. Graham built homes are scattered all over the city; they are built for comfort and to make real homes. Write us for further information; we'll tell you all about the

Graham System of Home Making

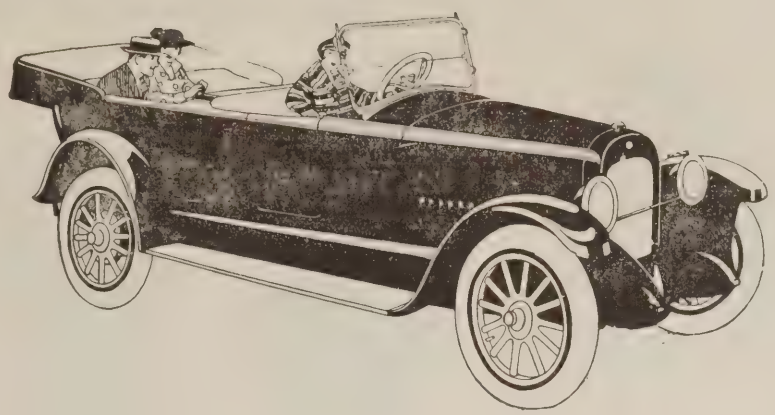
We build just as you like it, furnishing plans and specifications free of charge; all work done by day labor.

H. R. GRAHAM

Architect, Builder, Real Estate, Loans, Insurance

33-34 Patton Bldg., Milwaukee, Wis.

Grand 419



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PERFECTED VALVE-IN-HEAD MOTOR

Five-Passenger Touring Car, $1490

Two-Passenger Roadster . . $1490

Four-Passenger Sport Model, $1595

Seven-Passenger Touring Car, $1640

Four-Passenger Coupe $2350

Seven-Passenger Sedan $2575

Prices f. o. b. Kenosha

ALFRED REEKE COMPANY

455-465 Broadway, Milwaukee

WM. FRANKFURTH HARDWARE COMPANY

Wholesale Hardware, Sporting Goods
Auto Accessories, Toys, etc.

119 to 125 Hardware Row, Milwaukee

Vera Chemical Co.

NORTH MILWAUKEE, WIS.
STONEHAM, MASS.
BURLINGTON, ONTARIO, CANADA

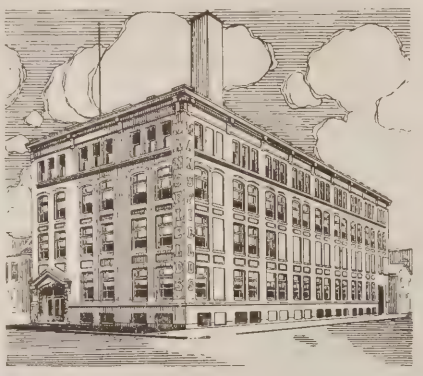
MANUFACTURERS OF

Sal Soda
Soap-Washing Powder
Rosin Paper Sizings

DEALERS IN

SODA ASH

We Have a Model Plant — and the Largest of Its Kind



THE HOME OF

Mansfield's Pasteurized Ice Cream
Mansfield's Jersey Brand Butter

FINEST SELECTED EGGS
PUBLIC COLD STORAGE

The Geo. C. Mansfield Co.
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Is To Supply The Demands of Industry

for thoroughly trained, technically educated electrical men. Our success in the past, and our promise for the future lies in the curriculum, technical equipment, expert faculty and practical teaching methods our fifteen years of experience have evolved.

Recognized by industry as an efficient ally, our co-operation in the present period of tremendous economic and industrial readjustment will be measured by that thoroughness of the training we impart to our graduates.

Electrical Engineering, B. S. Degree in 3 years. Standard practical engineering course — R. O. T. C. privileges, complete laboratories. Faculty of 33 experts.

Electrotechnician Diploma in 18 months for students having 7 High School units. Junior Electrotechnician course for 8th Grade graduates. Completion of Electrotechnician course fully qualifies for entrance into College of Engineering, or for entering the industrial field.

Practical Electricity, 1 Year Course, Day or Night Classes. Extension and weekly evening classes for those with limited time. "Earn-While-You-Learn" if you so desire.

Electrical and Mechanical Drafting course prepares student in one year to fill the ever increasing demands in this field.

Write for full particulars.
Mention age, education and course interested in.

SCHOOL OF ENGINEERING
OF MILWAUKEE

373-380 Broadway Milwaukee, Wis.

Junior and Senior R. O. T. C. Units Installed by U. S. Govt.

GREAT WESTERN

Gloves, Mittens, Sheepskin Clothing
Fur Coats, Mackinaws, Raincoats

Made in Milwaukee by

ELLSWORTH & THAYER MFG. CO., Milwaukee

BUSINESS MEN who buy a few thousand letter heads or business cards a year have always imagined that Engraving is too expensive.

STATIONERY AND CARDS, as produced by the Henry Sullivan Engraving Co., create an impression of genuine business ability, good taste and a desire on the part of the merchant or manufacturer to express his personality in a fitting manner.

Henry Sullivan Engraving Co.
The largest exclusive stationery engraving house in Wisconsin
111 Wisconsin St.
Engraved Calling Cards, Business Cards, Wedding Invitations and Monogram Stationery

Stewart
Stoves, Ranges and Furnaces
"THE GUARANTEED LINE"

Made Continuously Since 1832

Also Makers of the New
STEWART FURNACES
For Homes, Stores and Churches

Send for Catalogue to
The Fuller-Warren Co.
MILWAUKEE, WISCONSIN

O. C. KNELL COMPANY

228-230 Broadway, MILWAUKEE

IMPORTERS AND JOBBERS OF

Coffees, Teas and Spices

Our Package Goods are Trade Builders

Luxus, Banquet Quality, Nelco and Monogram Brands

They get and hold the business

Cigars

Our Complete Line of Cigars have a **National Reputation.**
Here they are:

La Venga (Clear Havana) Mozart (Mild Havana)
Flor de Mendel (Sumatra Wrapped)
Justice Story (Java Wrapped)
Broadwall, Charles Denby, Havana Ribbon,
Philadelphia Hand-Made, Little Story

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Roemer Drug Co.

Wisconsin's Largest and Most Complete Physicians' and Hospital Supply House

Factory Hospitals furnished complete

370 BROADWAY
MILWAUKEE, WIS.

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COMMERCIAL BRANCHES
STANDARD RELIABLE PITMAN SHORTHAND

Prepares for efficient Business Service, and successful Business Life in the shortest time consistent with thoroughness.

A large and capable mixed faculty, under vigorous and able male management

EMPLOYS ABSOLUTELY NO SOLICITORS

Day Sessions all the year.
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Transmission Materials
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Fur Sets, rugs, caps, mittens, gloves, coats and robes, made from your fur skins. You can get a warm, handsome, durable garment that will last for years, at a fraction of the price you would pay at retail. If you are looking for work of the finest quality you will make no mistake in sending us your skins.

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29th and Forest Home Avenues

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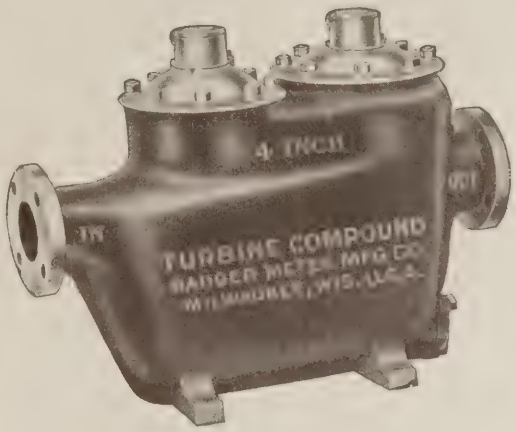

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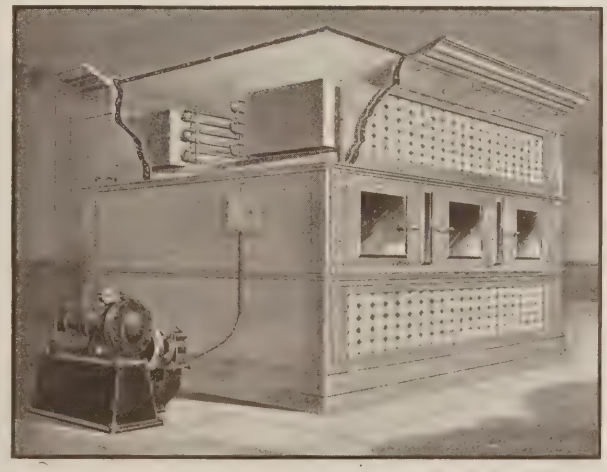

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